

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIX, No. 6 NEW YORK, NOVEMBER 6, 1924

10c A COPY

B. A. I. S. 1921 with  
N. W. Ayer & Son



## *Where sixth is first*

DOZEN years ago the race track of tiredness was a ruck of weltering competition. Barely visible in the dust was The Miller Rubber Company of Akron, Ohio. Miller tires were thirty-second in sales.

With twelve laps run, the complexion of the field has entirely changed. The six leaders are well bunched, and among them the Miller colors are flying.

During the past five years, Miller has developed many of the greatest of all tire improvements, including the center running strip, the flat tread tire and the balanced Uniflex cord. It was Miller who supplied the automobile world with the four-ply tire from which was developed the idea of balloon tires.

For the last three laps of this great race, Advertising Headquarters has been very busy in the Miller service pit. Supplying the fuel and lubrication of advertising which speeds consumer acceptance and dealer turnover.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# What do advertisers want?

....if the advertisement is to make people want a product to the point of insistence, it must convince them of a certain good to be obtained. Only copy can convince.

It must emphasize distinctions. Only copy can distinguish.

It must promise satisfactions. Only copy can promise.

It must exert persuasion. Persuasion is possible with copy only.

It must bring to bear an action-urge. Action-urging is possible with copy only.

\* \* \* \*

Copy is the wheel-horse. Copy musters the pull. Copy moves the load.

That something advertisers want is, in the final analysis,—copy....

\* \* \* \*

*The above is an extract from "What do advertisers want?" in THE INTERRUPTING IDEA for November. Complete copies will be sent to executives upon application.*



**FEDERAL**  
**ADVERTISING AGENCY, INC.**  
SIX EAST THIRTY-NINTH ST., NEW YORK

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June 25

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIX

NEW YORK, NOVEMBER 6, 1924

No. 6

## Introducing New Models without Vexing Users of the Old

The Cleveland Metal Products Company's New Heater Campaign Ideally Handled in This Respect

By John Allen Murphy

**M**ANUFACTURERS are often accused of failing to improve their products. It is said that they hold improvements in their vaults rather than give the benefit of them to their customers. It is further charged that they buy up every invention that comes along pertaining to their products and then keep them off the market.

I do not know what foundation there is for these accusations. It is likely, though, that the number of improvements held up in the manner charged is negligible. On the other hand, it is true that manufacturers often hesitate for a long time to improve their products or to introduce new models because they are afraid to take the step. They are afraid, not for the reasons often charged—that the purchase of new dies, machinery and other factory equipment would be too costly—but they are afraid of the effect that the introduction of an altered product would have on their market.

In the first place, there is the question of what effect the new model would have on the trade. If the new article is to take the place of the old model, what is to become of the stock of old models scattered through the channels of distribution? Perhaps this stock is so large that the manufacturer would go broke if he tried to absorb it. Then there is the question of the consumer.

Will the people who have only recently bought the old model be satisfied when an improved version of it is placed on the market? How can these improvements be advertised without disparaging the old model?

Since the introduction of an improved product involves so many troublous questions, is it any wonder that manufacturers often hesitate to introduce it? Of course, as a rule, they only hesitate. If a manufacturer has an improvement of his product under consideration, he usually adopts it sooner or later and places it on the market despite the difficulties he may encounter in introducing it. After all, the fear that a competitor may get hold of the improvement is the best assurance that the public has that it will not be long deprived of the use of an improvement after it once comes into existence.

We need no better proof of this assertion than to point to the fact that improved models in various lines are being introduced all the time. To be truthful about it, the constant succession of new models and designs in some industries has become a nuisance. In any number of businesses, new designs and styles are brought out merely to give salesmen something new to talk about. In these fields the revised product does not offer substantial improvement over the old.

Both the trade and the buying

public have come to accept as a matter of course the lightning-like style changes that are frequently made in some industries. Because of this acceptance, these industries do not seriously encounter any of the difficulties of introducing a new model to which I have already referred. Generally these difficulties only confront the manufacturer of a standardized product who changes his models only when he actually has some genuine improvement to offer.

It is an improvement of this nature that The Cleveland Metal Products Co., manufacturer of Perfection Oil Cook Stoves and Heaters, has recently made in its line of heaters. This line is at present being extensively advertised both to the trade and the consumer. There are four principal considerations that led the company to change its models and that influenced it in marketing the new line. They are, in the words of an official of the company:

1. "The heater business generally required some sort of stimulant, as no change in pattern or design has been made in years.

2. "We produced a heater on which certain changes were made to comply with suggestions from the Fire Underwriters Laboratories, and which, when the changes had been made, were approved and listed by the Fire Underwriters.

3. "There were in our warehouses, in the warehouses of our distributors and in the stores of our dealers considerable stocks of the heaters without these changes, which had to be disposed of.

4. "There are in use in households a million or more of our heaters as previously made."

Thus the company was confronted with the typical difficulty already recited. There were large quantities of the old model scattered through the channels of distribution. This stock had to be sold in competition with the new models. There are more than a million of the former style heaters in use. The new style had to be advertised, so as not to cause the

users of the old heaters to become dissatisfied with them.

How did the company approach its problem? It decided to be quite frank with its dealers. It was convinced that it could capitalize the improvements and the Fire Underwriters' listing as much as it wished in its advertising to the trade.

In its advertising to the consumer, the company decided to tell about the improvements but not to put too much emphasis on the Fire Underwriters' listing for fear of suggesting that there was a fire risk in the old heater. Of course this would have disturbed the many users of the old heaters and would have made the sale of the old stock difficult. As a matter of fact there is no fire risk in the old heaters. Their successful use for years has definitely proved this. The Fire Underwriters' listing is merely an additional talking point. It is not in any way a reflection on the safety or efficiency of the old heater. In fact, none of the improvements that have been made in the heater is vital to its successful and satisfactory operation.

#### ACQUAINTS DEALERS WITH FEATURES

Therefore, in its trade advertising the company is emphasizing the improvements, so that its dealers will be familiar with all of the new talking points. In its consumer advertising, on the other hand, the improvements are mentioned but not emphasized.

The Cleveland Metal Products Company has long had the reputation of being a skilful advertiser. It is forehanded in its methods. This is well exemplified in the manner in which it is marketing its new heater. Especially worthy of mention is the way the company takes its dealers into its confidence and solicits their support. Much of the Perfection business-paper copy appears in double-page space. It is used not only to merchandise the consumer advertising, but also to explain Perfection policies and plans to the company's distributors.

In the trade advertisements in behalf of the amended heater, the



## What Is INFLUENCE?

INFLUENCE in the large cities  
is mass attack.

INFLUENCE in the smaller  
towns and rural districts is the  
right people.

"Averages" solve merchandising  
problems in the large cities.

"Individuals" solve them in the  
small towns.

That is why in small towns where  
church homes dominate the  
*hardest hitting* magazine is

# Christian Herald

product is illustrated in colors. The six new selling features that it possesses are listed and explained. The big feature—the new automatic safety catch—is illustrated and explained separately so as to give it emphasis. The dealer is told that not since the days of war economy and coal shortages has the opportunity for Perfection heater profits equaled that which this new 1925 line presents. The trade advertisements always dwell on the way distributors are supported by heavy advertising.

Here is a typical paragraph: "Six definite improvements to point out to your heater prospects; a complete line, in styles and at prices which will satisfy every need; and the support of a big, nation-wide advertising campaign, with attractive displays and selling helps, combine to build a heater business no dealer can afford to overlook this fall."

Very often the argument to the trade is presented under eight reasons. There follows an abridged recapitulation of these points, taken from a recent advertisement in furniture and hardware papers: "1. The 100 per cent Complete Line. A size, style and price to satisfy every oil stove demand. 2. The Line That Sells the Year Around. 3. The Best Advertised Oil Stove Line. Perfection advertising reaches millions of readers every month in the year. 4. The Universally Accepted Line. Years of leadership, years of advertising dominance and millions of present satisfied users have led to Perfection's acceptance. 5. The Line of Fastest Turnover. Dealers can 'turn' Perfection stoves from four to twelve times a year, twenty-four-hour shipping service from convenient warehouses enables them to do a large business with small stocks. 6. The Line of Greatest Yearly Profit. Rapid turnover of small stocks; the low cost of selling a universally accepted line; and Perfection's complete freedom from service expense, unite to give big profits. 7. The Line That Satisfies Consumers. 8. The Line of Complete Dealer Co-operation. Our salesmen help you

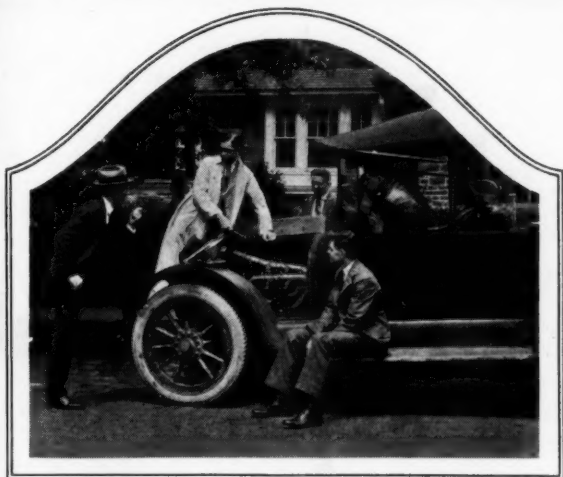
demonstrate. Special service men are at your command. All parts are replaceable—complete repair stocks at every warehouse. Dealer selling helps, free."

In advertising to the consumer, The Cleveland Metal Products Company in its present campaign is using newspapers, farm papers and magazines. Three different products are being advertised—cook stoves, room heaters and water heaters. There is a separate schedule of appearances for each. The water heaters are being advertised the least. The cook stove advertising is a continuation of the company's effort to popularize the oil stove for use throughout the year and to counteract the impression that the oil stove is not capable of year round service but is simply for rough summer use.

#### ADVERTISING NOW USED TO ELIMINATE SEASONS

While the cook stove end of the Perfection line is not involved in this new model campaign nevertheless an entirely new series of advertisements in behalf of it is being used this fall. "The oil stove has grown up" is a slogan used frequently in current copy which expresses the gist of the present argument. Over and over again the fact is emphasized that the oil stove has grown up to the stage where it can now be used in winter and summer.

The company has long been following the policy of advertising throughout the year, although it is often supposed to have only a seasonal product. The present advertising explodes the seasonal idea. Dealers are told that the current type of advertising will enable them to sell, during the winter, prospects who might have waited until spring to purchase. In the main the cook stove advertisements, which by the way are appearing in color in magazines and farm papers, concentrate on the cook stove. Many of them, however, illustrate at the bottom of the advertisement all three Perfection lines—the cook stove, water heater and heater. The heater is described merely as



## "What's the matter, Walt?"

"Well, Dad, we figure she got frightened. You see, usually I take her down the back alleys where nobody's looking. But today we thought we'd give Main Street a laugh. As soon as she saw all the swanky, good-looking cars she quit cold. Ashamed, I guess."

Poor, defenseless Dad! He doesn't stand a chance of making the old bus last just one more year, when his son has made up his mind the family needs a new one—"sump'n you don't mind your friends seein' you in."

Half a million such boys, averaging 15½ to 16 years old, read **THE AMERICAN BOY**. What an opportunity **THE AMERICAN BOY** offers you! It places a five hundred thousand boy-power selling force right at your door—with entree to the most prosperous homes in the country.

The power is there—vast power. All it needs is directing. It responds to **THE AMERICAN BOY** as the finely adjusted car responds to the steering wheel. Put your hands on the wheel. Advertise in **THE AMERICAN BOY**. Copy received by December 10th will appear in the February issue.

*The* **American Boy**  
—The Biggest, Brightest, Best Magazine for Boys in All the World—

Detroit

Michigan

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**• If your  
Buyers were  
all mechanical  
experts**

**J. WALTER  
ADVERTISING**

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*Mechanical Specialties advertised  
by the J. Walter Thompson Company*

*Comptometer  
Foamite Fire Protection  
Hooven & Allison Ropes  
Savage and Stevens Firearms*

**Y**OU wouldn't have to translate technical achievements to them. But to sell to the mass of people who are not experts, these points of superiority must be interpreted and explained.

Not how your product is made—but what your product will do that others cannot—is of interest to your market.

Not the mechanical superiority—but how that superiority will benefit the buyer is the story that will send people into the store to ask for your product.

The J. Walter Thompson Company has cooperated in interpreting mechanical products to the public in a way that has led to greater sales.

**T H O M P S O N   C O .**

NEW YORK   CHICAGO   BOSTON   CINCINNATI  
SAN FRANCISCO   LONDON

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"The improved Perfection Oil Heater."

In the separate advertisements in behalf of the heater there is no hullabaloo made over the many improvements in the new model. Throughout the copy the heater is described as "an improved model." The new automatic safety catch, double lock, rug protecting floor tray and other features are mentioned, but no great emphasis is put on the fact that these are improvements not to be found in old models. The new heater is illustrated and sold entirely on its merits. No comparisons are made with old models. There is nothing about this current copy that would cause the owner of an old Perfection to become dissatisfied with it.

That is about all there is to this campaign of the Cleveland Metal Products Company. Let us now analyze its plan in order to compare it with the methods that have been used by other advertisers in introducing new models and to see if there are some principles that can be gleaned from the analysis. Experience seems to indicate that when a manufacturer brings out an improved model it is impracticable for him to take back the stock of old models that may be in the hands of the trade. He may slow up his selling efforts and increase his consumer advertising for a few months and in that way somewhat reduce the stock in dealers' hands. He can launch the new model between seasons, as the Perfection Oil Heater was launched, and in that manner strike the trade when its stock is likely to be the lowest.

But whatever is done, unless the business is allowed to become stagnant altogether, all old stock cannot be removed. Any manufacturer doing an ordinarily large business would have from one to several million dollars' worth of goods in the process of manufacture and in the channels of distribution at any time that a new model may be brought out. Most manufacturers could not afford to take back these goods.

When the Wahl Company brought out its improved Ever-

sharp pencil, it found there were about 2,500,000 of the old pencils in the processes of distribution. It gave its sales department four months to get rid of this stock. The campaign to dispose of this stock was started right after the holidays, at a time when the number of pencils in the hands of dealers would be lower than at any other time of the year. The plan the company devised automatically cleared out the old model and at the same time got the improved pencil into the hands of dealers. Dealers were told bluntly that under no circumstances could the company take back any of the old goods for credit or exchange.

This brought a loud storm of protest. The company met this protest by explaining to its dealers that "we will allow you a rebate of 20 per cent, this rebate to apply against your order for a stock of the new perfected Ever-sharps, the new order to be equivalent to the stock shown on your inventory." This discount enabled dealers to sell the old pens at a cut price. That plan did the trick. When the new model was advertised to the consumer on May 1, the dealers had about cleared out the old stock. The opposition to the plan had subsided entirely, as it is universal experience that any plan that works does not long meet with opposition.

When the patents on the old Gillette Safety Razor expired a couple of years ago, the company also followed a plan that automatically provided for the disposal of the old stock and the distribution of the new models. Dealers were offered from 90 cents to \$1.12 on each old model razor in stock, provided they bought one new model for each of the old style thus credited. The old stock was not actually taken back, but the credit allowed enabled the dealers to sell the old razors at reduced prices while the new model was being distributed.

Generally speaking, however, manufacturers who bring out new models neither take back old stock nor offer retailers a rebate on the

# CONSISTENT!

This consistent circulation growth is one reason why the majority of national advertisers use only The Register and Tribune in Des Moines.

## DES MOINES REGISTER and TRIBUNE

Six Months Ending  
September 30

Morning and  
Evening

1919 .....	104,858
1920 .....	109,523
1921 .....	114,131
1922 .....	126,048
1923 .....	136,048
1924 .....	143,214

(Daily Circulation is 77,840 Morning and 65,374 Evening)

## DES MOINES SUNDAY REGISTER

Six Months Ending  
September 30

1919 .....	71,240
1920 .....	82,046
1921 .....	102,559
1922 .....	122,559
1923 .....	123,146
1924 .....	130,908

(ABOVE FIGURES ARE NET PAID)

THE REGISTER AND TRIBUNE has the largest morning, largest evening and largest Sunday circulation in Des Moines and Iowa.

*Write for our Circulation Analysis Book*

### Representatives

L. A. Klein, New York; Guy S. Osborn, Inc., Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles; Gravure Service Corporation, New York.

stock they have on hand. The custom seems to be merely to give the trade a preliminary announcement that a new model is to be introduced and thus give dealers a chance to work off their old stock. The policy of the American Gas Machine Company, for instance, is to tell the trade about a new article at least ninety days before it is able to make delivery.

In many fields the fact that manufacturers always introduce some new numbers at the beginning of their season is accepted as a matter of course. In most cases these new numbers are not intended to supplant old numbers, although they may do so in some instances. As a rule the new numbers are added so as to broaden the line. In the collar industry, for example, frequent additions of new models are regarded as the life blood of the business. Despite these frequent additions, however, some old models continue to sell well for years. Many men wear the same style collar so long as it is manufactured.

Unless there is a radical change or improvement in a new model, it will sell beside the old model and neither will hurt the other. Many persons are so conservative that they prefer the old product. Union suits have been popular for years, but they have not yet succeeded in killing entirely the demand for two-piece underwear. Belts are supposed to be an improvement over suspenders, but there will always be several of us old fogies encumbering the earth who prefer the suspender. Many other instances of that sort will occur to the reader.

In fact this question of what will be done with old stock when a new model is brought out never would have arisen if it were not for advertising. If the new model did not have to be promoted and its advantages explained, it is likely that it would have a hard time competing with the well established old product. But the very selling methods that are sometimes used to introduce the improved article, give people the impression that its predecessor

in the market is no good at all.

This leads us to the second lesson which may be set down as a principle in the introduction of a revised model and that is not to compare the new product with the old. Such comparisons will only cause owners of the old style to become dissatisfied with it. Stress the features of the new model to the very limit in your advertising, but leave the old style out of the advertisements. That is the way the Cleveland Metal Products Company, the Wahl Company and other companies that know how to introduce new models do it.

The third principle is closely allied to the second. If the advertising in behalf of the new model contains no invidious comparisons, the effect that the new model will have on the owners of the old models may be disregarded altogether. I heard the Wahl plan denounced on the grounds that it would antagonize every owner of an old Eversharp.

#### NEVER UNSELL OLD MODELS

Actually, however, nothing of the kind has happened. If a person has got satisfactory service from a mechanical pencil he has been using he isn't going to get sore because the manufacturer of it introduces an improved design. What he does is to make up his mind to buy the new model the next time he is in need of a pencil. People who have been heating their rooms with a Perfection oil heater are not going into a tantrum because the manufacturers have seen fit to bring out an improved heater. If the old heater is still giving satisfactory service, they will continue to use it and perhaps buy one of the new kind for use in another room.

In fact a manufacturer's best market for a new model is among the users of his old product. The one point he must remember, however, is in telling them about the improved article not to stress how much better it is than the old. The principle is: Never try to sell customers something new by unselling them on an old article that they have been using with satisfaction.

## Good Luck Gets the Business

*Of 27 brands of butter substitutes sold in Milwaukee, Jelke's "Good Luck" oleomargarine, exclusively advertised in The Journal, has the preference of nine out of every ten families using this type of product.*

Five brands of butter substitutes enjoy more than 96% of all sales in Milwaukee. Four of these showed a *loss* in popularity in 1924 as compared with 1923. The other brand, Jelke's "Good Luck" oleomargarine, is the choice of 91% of the consumers—an *increase* of nearly five per cent over 1923! For years the John F. Jelke Company has advertised consistently and exclusively in The Milwaukee Journal. This record is another indication of the selling power of this newspaper in the rich Milwaukee-Wisconsin market.

*The statistics given here are taken from The 1924 Milwaukee Journal Consumer Survey of Greater Milwaukee.*

Read by more Milwaukee and Wisconsin people than any other publication in the world.

**J** The Milwaukee  
**JOURNAL**  
FIRST—by Merit

**You can't cover**

**with . . half**

**T**RUE, the Herald and  
Examiner does not  
cover Chicago. Neither  
does any other one  
Chicago newspaper.



**Chicago Herald**

NEW YORK: 1819 Broadway

# **.. a whole horse a blanket**

**B**UT 349,024\* prosperous people read the Herald and Examiner every day . . . *and pay 3 cents for it.*

On Sunday . . . Over  
a Million at 10 cents  
a copy.

★ Government Statement.

## **and Examiner**

SAN FRANCISCO: Monadnock Bldg.

# Where Most Business Goes Is A Good Place To Go For More Business

Of interest and advantage to all who do business in the Chicago field is the newspaper advertising record for the first nine months of 1924.

Indicative of general confidence in the continuance of good business, is the fact that The Daily News—"the mirror of Chicago industry"—carried a greater volume of display advertising by 233,759 lines in the first nine months of 1924 than in the corresponding period of 1923. Among the daily newspapers of Chicago the nearest competitor of The Daily News in volume of display advertising printed—a morning newspaper—gained in this period 131,330 lines.

Here are the figures:

	1923	1924	GAIN COMPARISON
<b>The Chicago</b>			
<b>Daily News . .</b>	<b>10,737,936</b>	<b>10,971,695</b>	<b>233,759</b>
<b>The next highest</b>			
<b>score . . . . .</b>	<b>8,302,495</b>	<b>8,433,825</b>	<b>131,330</b>

From which it is evident that when experienced and successful advertisers in the Chicago field "go after business in earnest," they concentrate their efforts largely in the medium they know to be most effective for the sale of any legitimate merchandise—

## THE CHICAGO DAILY NEWS

First in Chicago

# "Time Has Come for Forward Step in Business-Paper Publishing"

An Explanation of a Statement Made by James H. McGraw in a Talk to Business-Paper Publishers

By Albert E. Haase

MALCOLM MUIR, vice-president of the McGraw-Hill Company, read a report in a room comfortably filled with business-paper publishers at the Hotel Astor in New York Wednesday of last week that has a story before and behind it for advertisers, agencies and publishers.

This particular report was given by Mr. Muir in his capacity as chairman of the advertising agencies relations committee of the Associated Business Papers. It was made on the last day of the annual convention of that association. The meeting at which it was made was marked "for members only." The association, however, is of the belief that what Mr. Muir said, a report of the work that preceded his statements, and the action that came afterward are of importance beyond the confines of the association, and therefore has sanctioned publication of an account of that meeting.

The best way to bring forward the importance and meaning is to start backward. What happened after Mr. Muir's report had been given? James H. McGraw, president of the McGraw-Hill Company, and former head of the association, rose to speak. He spoke with the enthusiasm and heartiness of a young man, who might be laying the foundations for some new business enterprise.

"I had not read this report, nor heard it until now," he started. "But," he continued, "I want to say that it deals with fundamentals. Hitherto we have only scraped the surface. This report speaks of advertising agency blind spots. We publishers must recognize that we, too, have blind spots. We must discover and eliminate those blind spots. We must create better fellowship

among publishers, and break down jealousies among them.

"The time has come for a decided forward step in business-paper publishing. The publisher and the advertising agent have not understood each other. They are both working for a common end—the good of industry. And industry is crying for help. It is being assailed. What an opportunity to help it! It is important that we get off the defensive and work with advertising agencies—speak their language. We need contact with the advertising agent. We should advertise to him. I am amazed at the poverty of publishers' advertising copy.

"We are taking the first step in a big publishing job. This report is on a most important question—a most important problem. We must not only approve the report, but we must work it out. We must have new light—a new spirit—more backbone and more courage."

When Mr. McGraw had finished, Charles G. Phillips, president of the United Publishers' Corporation, stood in the centre of the room, and said: "This is a great moment in the life of our association. Co-operation with advertising agencies will bring a great surprise in two or three years. There is much work publisher and agency can do jointly for the advertiser. We must show a wholesome desire and intent to co-operate with the advertising agency."

What was in the report that Mr. Muir submitted that brought such commendation and enthusiasm from Mr. McGraw, Mr. Phillips, and from other business publishers at this particular meeting? It wasn't an elaborate report. It wasn't full of specific recommendations. The reason

for its ready acceptance and for the enthusiasm it created was its spirit rather than its content. It was a report of a year's work of constant endeavor on the part of Mr. Muir and of the members of his committee to get the viewpoint of the advertising agent.

The way for this report had been paved by M. L. Wilson, of The Blackman Company, who spoke to the convention as chairman of the business-paper committee of the American Association of Advertising Agencies two days before Mr. Muir gave his report.

What has been said of Mr. Muir's report on spirit and content can be applied equally as well to that of Mr. Wilson's.

Both reports were a review of patient work, entered into with high motives, to actually bring business-paper publishers and advertising agencies in touch with each other for discussions and business friendship. Mr. Wilson described both his own and Mr. Muir's efforts as "serious work done with lightness of spirit."

Both Mr. Muir and Mr. Wilson coincided in their interpretation of the value of meetings between publishers and advertising agents. Each put forward definite suggestions. Mr. Wilson, for example, made the suggestion that whenever possible business papers substitute a salary plan for commission arrangements in paying salesmen. Publications, in other fields, Mr. Wilson explained, had seen the wisdom of so doing and had found that by such action they had removed their salesmen from the temptation of turning into mere order-takers. This suggestion was a specific statement in a broad plea by Mr. Wilson that business papers improve their solicitation measures.

Mr. Wilson also urged the business papers to supply the agencies with every bit of information and with every bit of philosophy they possess as to the proper business-paper schedule as against a proper newspaper or magazine schedule.

His report explained to the publishers that agencies sought bet-

ter relationship with business-paper publishers as part of the general plan of agencies to establish better practices. This point made, he came easily to his next step of showing that better practices meant better expenditure of the advertiser's money.

#### AGENCY RATING SYSTEM PROPOSED

That very point was the one on which Mr. Muir built his report. Among the specific recommendations made by Mr. Muir was that the business papers, through their association, create a rating system on advertising agencies. Mr. Muir acknowledged that help and counsel had been given by Mr. Wilson on this problem—Mr. Wilson reporting back to the business papers reactions and recommendations that come to him through members of the advertising agency association.

Mr. Muir called attention to certain "blind spots" of business-paper publishers in dealing with advertising agencies, saying:

"We have failed to sell agencies certain fundamental ideas about business papers, their purpose, their standards and their influence.

"We must more effectively than ever before frame our Associated Business Paper promotional effort and our individual publication campaigns to the definite end of overcoming these fundamental obstacles that lie in the way of better business from advertising agencies.

"A better understanding of each other's problems, and a more intimate personal contact with agencies must be developed if our efforts are to be successful."

Both of the committee heads were satisfied that much had been accomplished, but neither was satisfied that the job was over. "Time is the essence of the work; everything can't happen at once and it wouldn't be healthy if it did." These were some of Mr. Wilson's comments. In like vein, Mr. Muir said: "The big job is still ahead. We must train our campaigns and our individual work on advertising agencies so as to help bring better understanding and contact. We must

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educate. We must get rid of our own blind spots while the agencies are endeavoring to get rid of theirs."

An interesting sidelight in connection with this whole question of agency relations was the distribution of a booklet showing the amount of business placed, in terms of pages, by advertising agencies in publications that are members of the Associated Business Papers during 1923. This booklet reported the names of advertising agencies placing business in business papers and opposite each name gave the total amount of pages. The grand total, according to this record is about 75,000 pages, which, reckoned in terms of dollars and cents, is placed at more than \$7,000,000. Mr. Muir, in his report recommended that this work be continued and elaborated upon.

Reference has been made in this report to a suggestion by Mr. Wilson that business-paper solicitation be improved. This very subject was given much attention in the general program of the convention.

Specific addresses closely or indirectly related to this particular subject were made by Harvey Conover, advertising manager of the Engineering Magazine Company; R. T. O'Connell, service department manager of *Textile World*, and Harry E. Taylor, advertising manager of the Economist Group.

Mr. Conover reported to the association that he had made an investigation among manufacturers to determine their reaction on business-paper selling. This study, Mr. Conover said, pointed the need of training business-paper salesmen to think more and more in the terms of the problems of the advertiser.

A part of Mr. O'Connell's address, which was concerned with "The Copy Factor in Better Selling" will be found elsewhere in this issue of PRINTERS' INK.

Mr. Taylor, in speaking on "Adequate Schedules in Better Selling" developed the point that a satisfied advertiser comes only from an adequate schedule, "The

graveyard of advertising," he said, "is filled with little advertisers. It is seldom that you find the big advertiser in advertising's graveyard."

Another subject that will indicate to advertisers a problem that business-paper publishers are thinking of will be found in an address that dealt with press agents by Thomas D. Cutler, publisher of the *Ice Cream Trade Journal*. A report on this address appears elsewhere in this issue of PRINTERS' INK.

Two advertisers, Ralph Starr Butler, advertising manager of the United States Rubber Company, and Phillip C. Gunion, advertising manager of the Hyatt Roller Bearing Company, appeared before the convention.

Mr. Butler came as a representative of the Association of National Advertisers, to urge the publishers to give their support to the work of the Association of National Advertisers in eliminating irregular mediums. The multiplicity of such mediums, the Association of National Advertisers believes, according to Mr. Butler, is bad for all business. Advertising appropriations are scattered and returns are decreased. A resolution that the Association of National Advertisers had passed was then read to the publishers by Mr. Butler. This resolution will be found in PRINTERS' INK of June 5, 1924, on page 26.

The business-paper publishers expressed themselves as being in sympathy with the position of the Association of National Advertisers and with the National Industrial Advertisers Association, which likewise had declared against irregular mediums, by passing the following resolution:

Resolved that the Associated Business Papers, Inc., is in complete sympathy with resolutions adopted by the Association of National Advertisers, and the National Industrial Advertisers Association, condemning the economic waste growing out of the co-called "irregular advertising mediums," and pledges its hearty support in bringing about a more general understanding of the factors which make a publication worthy or unworthy of advertising patronage.

The Associated Business Papers also gives expression to its feeling of satisfaction, that the buyers of advertising have thus openly recognized their power and their obligations to encourage the fit, and discourage the unfit.

Cognizance of this problem also was taken by Mr. Gunion when he addressed the publishers. Mr. Gunion's address, however, was not solely on this subject. His topic was "Editorial Character as a Measure of Advertising Values." In that address Mr. Gunion explained why he must give consideration to other factors besides circulation figures in the selection of mediums. He touched also on the question of publishers' salesmen in connection with this subject when he said:

"One weakness among many of your representatives is the fact that they do not find time to read the editorial and advertising sections of their own papers. I have proved this time and again. They do not really know what you editors are trying to do and they do not know what I, one of their advertisers, am trying to do. They all seem to read the advertising pages of their competitors, however, not to learn but to find new advertising leads."

There were, of course, other addresses made at this convention. Practically all of the addresses not here referred to were concerned with problems intimately bound up with the publishers' own business and consequently are not of direct or close interest to advertisers.

At the end of the convention the association elected John N. Nind, Jr., of the Periodical Publishing Co., Grand Rapids, Mich., as its president. He succeeds Fritz J. Frank of Iron Age Publishing Co. Mr. Nind has long served the association in many capacities, being vice-president during the past year. Malcolm Muir was elected vice-president, and Edwin A. Scott, of the Edwin Scott Publishing Company, New York, was re-elected treasurer.

The directors of the association are: Henry G. Lord, *Textile World*; E. R. Shaw, *Power Plant*

*Engineering*; Warren C. Platt, *National Petroleum News*; J. G. Jarrett, *Modern Hospital*, and George Slate, Simmons-Boardman Publishing Company.

A suggestion made during the course of the convention by Fritz J. Frank, who presided over most of the meetings as president of the association, will probably bear fruit. Mr. Frank advocated that hereafter the association hold two meetings during a year: One a closed session open only to members for the discussion of their own problems; the other a public meeting of an educational nature that would discuss the relationship of business publishers to other organizations and interests.

### London "Daily Chronicle" Appoints Andrew Milne

Andrew Milne has been appointed advertising manager of the London, England, *Daily Chronicle*. For some time he has been engaged in administrative work with the fourteenth district of the Associated Advertising Clubs of the World, which includes the European countries. He also was convention secretary of the London convention of the Associated Clubs. Mr. Milne was formerly with the James Black Advertising Agency, London.

### Saxophone Account for Milwaukee Agency

Frank Holton & Company, Elkhorn, Wis., maker of band instruments, has started a national advertising campaign on the New Revelation Saxophone. Klau - Van Pietersom - Dunlap - Younggreen, Inc., Milwaukee, advertising agency, is directing this campaign, which calls for the use of magazines, newspapers and direct-mail.

### Julius Kayser Appoints Lord & Thomas

The advertising account of Julius Kayser & Co., New York, has been placed with Lord & Thomas, of New York. The Kayser company manufactures Kayser's gloves, silk and Chamisette, full-fashioned silk hosiery and "Italian Silk" underwear.

### Hartman Trunk Appoints Kastor

The advertising account of the Hartman Trunk Company, Racine, Wis., has been placed with the H. W. Kastor & Sons Company, Inc., advertising agency, Chicago. This appointment becomes effective January 1.

## 3rd

"We believe that every newspaper may be a successful and economical advertising medium when properly used. Complete co-operation should exist between all newspaper advertising departments and references to competing newspapers, when necessary, will be truthful statements subject to verification by reliable authorities. Derogatory references to the personnel, policies or advertising value of contemporary newspapers will be avoided to the end that fair competition may be promoted and the standards of newspaper advertising constantly uplifted."

*This is an excerpt from the Code of Ethics of the Association of Newspaper Advertising Executives, adopted in their convention at Columbus, Ohio, in June 1924, and endorsed by the A. A. C. of W. at London, England, July 1924.*

THE Indianapolis News subscribes whole-heartedly to these principles. The News enforces strict advertising ethics for advertisers who use The News, and its own advertising and selling are on the same high plane.

# The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
Dan A. Carroll  
110 East 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

*First in advertising volume, because first in results*

**U. S. S. COLORADO**

*En route,  
Balboa to San Francisco*

**THE RED BOOK MAGAZINE  
CHICAGO, ILL.**

Gentlemen: I am the Executive Officer of this, one of the three most powerful battleships in the world. In behalf of the fourteen hundred men I have on board I am writing to ask you if I may have permission to have your editorial, "Keeping Going," printed and a copy put into the hands of every man on this ship. I should like also to print with your editorial the poem appearing on the page preceding, entitled "Selfishness." Your permission—granted—will mean a very great deal to the U. S. S. Colorado.

Sincerely yours,

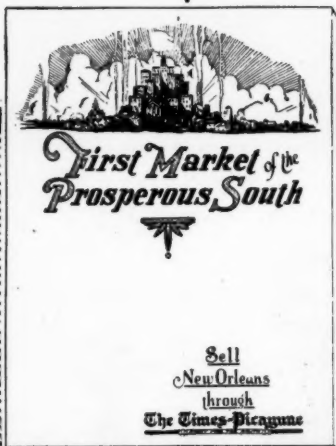
**W. B. WOODSON**

*Commander, U. S. N.  
Executive Officer*



The distribution of the November  
issue of The Red Book Magazine  
is in excess of

**910,000**



# You'll Need this Book!

EVERY advertising agency and many national advertisers will want access to the information in this useful book, "First Market of the Prosperous South," which will be off the press this month. A request on your business letterhead will reserve your copy—free. Address Room 201, The Times-Picayune, New Orleans.

## The Times-Picayune

**FIRST FOR THE SOUTH**

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

# Do Women Respond to "Pretty Girl" Pictures?

If You Don't Believe They Do, Dress Your Characters in Faded Bungalow Aprons, Torn Sweaters, and Shoes with Run-Down Heels and See What Happens

By Ruth Leigh

WHEN I opened a letter a few days ago from the editor of *PRINTERS' INK*, asking what I thought of the modern "pretty girl" picture in advertisements of such items as household appliances, I had, I believe, the reaction he anticipated.

My mind leaped to this conclusion: "Yes, there are too many pretty girls in advertisements. Pretty girls running vacuum cleaners; pretty girls operating washing machines. It's silly. Ridiculous. All housekeepers aren't pretty girls. Why not show real, everyday women in advertisements—say, women like my neighbors on this suburban street?"

Then started some real self-analysis. Where, honestly, did I get that point of view? I knew. From countless speeches, talks and addresses at conventions, advertising club dinners and club luncheons. Well meaning, expert ladies standing up, presenting to the intently listening members the so-called "woman's viewpoint."

"Too many pretty girls in advertisements—" they told us.

Yes, that's where I had borrowed that opinion that we had too many pretty girls. On analysis of advertisements and talking with my neighbors who read women's magazines, hence advertisements, I arrived at this sincere conclusion:

The fact of the matter is that women aren't tired of them by a long shot! *They want them!*

Now this may all sound radical and revolutionary, but ask yourself these questions: Who enjoys the pretty girl shows? Who crowds to the front rows of beauty contests? Men only? No, sircce. The women. The ladies.

If so-called pretty girl shows had to depend for their box office receipts on the tired business men, or the bald-headed row, they'd close up in three days.

Which brings me back to a safe, sincere premise to start with: that women like pretty girl pictures in advertising!

If you disagree with me, try next month showing the average housewife, say, in a typical housework attitude, running a vacuum cleaner. Well, if she's a suburban housewife, like my neighbor down the street, what will she be wearing? Perhaps last summer's faded bungalow apron, with an old torn red sweater (hole in the elbow) buttoned over it. (Takes the furnace quite a while to warm up the house on chilly mornings.) Her shoes will be worn at the heels, probably, if she's doing her housework, because despite warnings and shoe advertisements, we always wear out our old shoes in the house.

So much for her clothes.

WOULD THIS MAKE A GOOD PICTURE?

Now Mrs. M...., this neighbor or any other housewife, is fairly good looking when she's dressed. Cheeks tinted with Ashes of Roses, hair curled, neat, trim suit—that's in the afternoon. But in the morning? No powder on her nose, hair slightly stringy, hands not so clean.

She's typical—an average housewife running a vacuum cleaner.

Now the question that arises is this: Would women (myself included) prefer to see themselves pictured *actually, realistically* in advertisements? Would my neighbor like to see a vacuum cleaner advertisement picturing a lady in a faded bungalow apron, a torn

red sweater, last year's run-down oxfords, and a shiny nose? *She would not.*

No; in advertisements, as in fiction, women demand vicarious experience. They know they are not like the pretty, dainty young housewife in the kitchen cabinet advertisement, but they like to think of themselves in terms of that trim young thing.



## Bon Ami for Aluminum etc.

**Proven use of Bon Ami—  
for cleaning and polishing**

Brass	Waxes
Iron	Marble
Steel	Stainless Steel
Aluminum	Chrome
Brass	Brass
Brass	Brass
Brass	Brass
Brass	Brass
Brass	Brass
Brass	Brass

Unlike gritty cleansers, Bon Ami doesn't scratch. That's why, for many years, leading aluminum-ware manufacturers have recommended it for cleaning the highly polished parts of aluminum vessels.

And Bon Ami should be used for the inside of pots and pans too! For then the inside surface will be perfectly smooth—free from the little scratches that catch the food and increase the danger of scorching.

Bon Ami removes dirt by softening it and blotting it up. It's so easy to use! Just a little Bon Ami cake or powder on a damp cloth—a few brisk rubs—and aluminum kitchenware shines and glitters like new.

And Bon Ami is kind to the hands—it never reddens or roughens them.

**Cake or Powder**  
Choose your favorite



IS THIS AN IDEAL "PRETTY GIRL" PICTURE?

Show a plain, homely housewife (and most of us, unless we're Follies girls, are plain and homely in morning working clothes) at work in a vacuum cleaner advertisement or one of kitchen cabinets, have her dressed and looking like my neighbor, Mrs. M. . . and what would be the average woman's reaction? Probably, she'd ask: "Why do you have such a careless, untidy looking woman in such a lovely kitchen? If she had a nice kitchen like that, I'm sure she could dress better." (Yet, the very women making this remark probably have nice kitchens, and dress carelessly when doing housework.)

In your advertisements, when you show spotless kitchens or cheery sun porches, you idealize these backgrounds, to a certain extent. We know that. Now, when you idealize a background, you must idealize the persons set in that background. That means if you show a white, dainty, spotless kitchen, it's almost essential that you carry the illusion further by

showing a trim, dainty, pretty young woman in the kitchen. The whole picture, the whole impression is attractive, and demands an attractive set of characters to preserve the illusion.

I repeat, therefore, if you have been inclined to believe that women are tired of pretty girl pictures, that women are not tired of them, and that they demand them. Probably, if they were to analyze the question (which they do not), they might think: "Oh, well, this is an advertisement. I know it's not a picture of a real woman, and therefore, I don't expect it to look like a real woman."

The fact that a woman might reason in this way would, in no sense, deter her from thinking favorably of your product, and consider buying it if she were in the market for it. I assure you it would make her think a lot better of your product to see a pretty girl in it than to see a picture resembling my neighbor. It's no pleasure, no joy, to see pictures of countless other homely dressed women in advertisements. We see enough of them in ourselves and our neighbors. We want to escape from realities like faded bungalow aprons in advertisements, as we do in the movies.

Do not misunderstand me at this point. I certainly do not ad-

# **The George L. Dyer Company**

**42 Broadway, New York**

**76 W. Monroe St., Chicago**

***The Planters' Bldg., St. Louis***



**Newspaper  
and  
Magazine  
Advertising**

**Publicity and  
Merchandising Counsel**

vocate picturing impossible looking women shown in commonplace actions. I don't suggest that a figure wear a dinner gown in the picture. No; let her be dressed in a bungalow apron in the household advertisements. But let it be a fresh, crisp apron, not the wrinkled, faded one women really wear. (Noting a few advertisements, Bon Ami, for example, I observe that this is precisely what the advertiser is doing.) Let the woman be young, or middle aged, but pleasant looking. Why picture a homely woman when you can show a pretty one?

Women are critical judges of themselves. If your advertisement shows a woman running a vacuum cleaner, wearing, say, new, high-heeled slippers, jewelry, afternoon frock, your feminine audience will criticize.

My suggestion, therefore, is that you show, in your advertisement, the average woman dressed as Mrs. Smith or Mrs. Jones would be dressed on the occasion pictured—but idealize her, that's all. We don't want to see the drab, the homely, in movies or in fiction. We want to escape.

And this applies, too, to advertisements. We may know that Mrs. Smith doesn't wear crisp, sparkling aprons when she does the washing—but we like the illusion, provided that Mrs. Smith is dressed in approximately the garments we would wear. We also like her to be pleasant looking, because pleasant images attract and unattractive ones repel.

This leads me to make a suggestion about pictures of women in advertisements. The average artist does not, I believe, get enough action nor enough expression in his work. That is why so many advertisements are not convincing. The figures are just stupid, smiling dummies.

Women like to see other pretty women, but they demand, even in advertisements, a certain likeness of expression and of action. It's all right for a pretty young woman to be shown in a spotless kitchen or running a vacuum cleaner, but show her doing

something—really doing it—not just standing in silly, wooden fashion.

I may seem to be contradicting myself when I say that women like reality in pictures. What I mean is, they like to see other women performing familiar actions. The woman need not necessarily wear the familiar drab apron nor the run-down heels, but it is important that she be doing something—and doing it correctly. If you show her running a vacuum cleaner, let her have the intent expression women adopt in cleaning, not the smiling, silly expression you often see. Women demand that kind of reality.

I refer again to Bon Ami advertising because I consider it good. There you see women in action, women intent on what they're doing, yet they're attractive women wearing bungalow aprons and dusting caps.

Yes, we *do* respond to pretty girl pictures—especially if we rather fancy that there is some resemblance between the pretty girl and ourselves. "Idealized reality" is really what we want. Surely it isn't too difficult to give to us.

### Hallowe'en Warning Brings Good-Will

A Cadillac distributor in Kansas City used a novel method of building good-will by sending out a Hallowe'en warning. A short letter was sent to all owners warning them that soap markings would ruin the finish on their cars. The letter urged them to park their cars indoors after dark until the Hallowe'en spirits had subsided.

This unexpected service was so obviously done only for the customer's benefit that it created much favorable comment.

### Advertising on Am-d-co Products to Be Extended

The American Manufacturers Distributing Company, Niagara Falls, N. Y., is conducting a direct-mail campaign on Am-d-co flashlights and Am-d-co radio batteries. In December a campaign will be started on these products in boys' publications. After January 1 this campaign will be extended to include general magazines. The E. P. Remington Advertising Agency, Buffalo, is directing this account.



© Vanity Fair

## BUILDING & DECORATING

*is your merchandise mentioned here?*

When they build they build on a lavish scale. They spend much more per room than the average family—on finer materials, expensive built-in equipment, the latest refinements of home-construction that cater to the comforts of living.

They redecorate frequently. There are the hangings and covers for spring and summer, and different ones for fall and winter.

There are the constant purchases of new rugs, lamps, furniture and draperies which wealthy people are always making.

Then, too, they need furnishings for their weekend cottage or shore bungalow as well as for their city or suburban residence.

Here, again, their purchases are ten-fold as large as those of the average family, and their importance to manufacturer and dealer correspondingly great.

*Who are these people who live in such luxurious modern fashion? The readers of Vanity Fair. The finest advertisers use its pages to reach them.*

# VANITY FAIR

*One of the Condé Nast Group*

# Why purple is not a color for

**I**N ancient times none but a king could afford to wear purple. The only source of purple dye was the shellfish *Purpura Murex*, from the head of which came the famous Tyrian purple. Gathering this mollusc was a tedious and hazardous job. Naked divers slaved for weeks to get enough to dye a single royal robe.

The price was steep.

Today the modern dye manufacturer produces a synthetic purple which surpasses even the famous Tyrian dye of the ancients, yet costs no more than any other color.

The modern dye-manufacturing industry is one of the 21 chemical engineering industries—the industries which produce artificial silk, rubber, paper, soap, cement, paint, leather, sugar, fertilizer, food products, explosives, and hundreds of other familiar products.

These 21 chemical engineering industries spend between eight and nine billion dollars a year for equipment, materials and supplies.

# no longer for kings only

They buy everything from valves to steel buildings.

The authoritative paper which serves this largest of all industrial fields is Chemical & Metallurgical Engineering.

Your advertisement in "Chem & Met" becomes a part of the buying guide of the men who spend most of the money that goes each year for equipment, materials and supplies in the chemical engineering field.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

*Electrical:* Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

*Construction and Civil Engineering:* Engineering News Record.

*Mining:* Engineering & Mining Journal-Press, Coal Age.

*Transportation:* Electric Railway Journal, Bus Transportation.

*Industrial:* American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

*Engineering in Spanish-Reading Countries:* Ingenieria Internacional.

## Chemical & Metallurgical Engineering

A. B. C.

A McGraw-Hill Publication

A. B. P.

Tenth Avenue at 36th Street, New York

# The Terre Haute Star



A THOROUGH investigation of reading and buying habits in Terre Haute and its trading area has just been completed.

IT has established beyond dispute that THE STAR offers the best advertising "buy" in the zone.

## Supreme in the Wabash Valley Empire

In every part of the 7,000 square miles comprising the Terre Haute market, THE STAR is supreme. The women of the city prefer it for store news. Out-of-town subscribers to THE STAR represent a yearly sales volume of over \$2,000,000 spent with Terre Haute merchants.

With re-awakening industry and splendid agricultural productivity the key city of Terre Haute is a logical, immediate objective. Ask us for all the facts.

*The Shaffer Group*

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

### THE TERRE HAUTE STAR

Foreign Representatives

Kelly-Smith Co.,  
Marbridge Bldg., New York  
Lytton Bldg., Chicago

R. J. Bidwell Co.,  
742 Market St., San Francisco  
Times Bldg., Los Angeles

# What an Ex-Salesman Thinks of the Inquiries You Get

Some Recollections Inspired by the Recent Article: "What Retailers Think of the Leads You Send Them."

By Robert Wark

Manager, Mill Lumber Sales, Ray H. Bennett Lumber Co., North Tonawanda, N. Y.

IN the October 2 issue of PRINTERS' INK appeared an article entitled, "What Retailers Think of the Leads You Send Them." While reading it there came to my mind many interesting instances that I have had in connection with advertising inquiries.

One dealer is quoted to the effect that 90 per cent of the inquiries he gets are as vaporous as toy balloons. He claimed that he did not bother to follow up many of them. How, then, does he arrive at the conclusion that they are as vaporous as toy balloons?

I do not know much about the inquiries that he received, but I'm certain that any really good salesman could take the inquiries that this merchant received in one week and get some good orders as well as a lot of good prospects. I don't care whether you are selling peanuts or elephants. It does not matter whether your business is located in America or China, most of the inquiries that you get, represent, in the last analysis, people who either are now, or will be some day, interested in what you have to sell.

I venture to say that in our line, selling ready-cut homes, we get more inquiries that do not seem to materialize, than in any other line. Yet we give every inquiry the same cheerful consideration. We go after them hard and heavy and we never stop until they tell us that they are not interested. Even when we do find out that they are no longer interested, we have lost nothing. The man who dreams of possessing something, will dream about it until he does possess it or until he dies, and while he is dreaming he is telling others all about the dreams he has.

This idle talk about inquiries coming from people who could never hope to buy, sounds like the prattle of a ten-year-old. Many a man who doesn't look as though he had a nickel may be worth ten times as much as the fellow who is driving around in an eight-cylinder car that may be mortgaged up to the last drop of gas in the tank.

The small-town dealer always thinks that he knows everyone in his locality. I have been in store after store and talked with them. Day after day, they sit in their stores waiting for customers to come in. Day after day, they hand the same line about idle inquiries to the salesmen who travel the route.

## THE DEALER IS NO AUTHORITY

Why so many manufacturers consider the dealer as an authority is beyond me. The average dealer is not an authority. Many dealers inherit their business. Father or grand-dad started it and the present incumbent is looked to as an authority on merchandising when many never used a merchandising rule in all their lives.

The article quotes one manager of a manufacturer's branch agency as saying that he didn't have time to go after everybody who answers advertisements. This company sells to jobbers and the jobbers sell to dealers.

I recall one time when I was connected with a jobber for the Goulds Manufacturing Company when it was introducing its new water pressure system. Other companies had been selling water pressure systems for years, but Goulds was among the leaders in the pump line and saw the field for this business. It perfected

a model and started to get the business.

One thing that the company did was to open a school at the factory for a week. I recall that our engineer and I had the privilege of attending that school and I will say that I learned more about selling, repairing and handling water pressure systems than I could have learned in ten years' reading at home. There we had the practical experience. There we met the men who were out in the field and we came face to face with their problems.

Then, when we got back home, there would be a salesman from the factory who would visit us, and all jobbers, every once in a while. His business was to get more business from the jobbers and he knew that the only way to get it from the jobbers, was to create it for them. He used to get me and we would go out in the jitney and call on dealers.

We always had the inquiries that were sent in to the factory and if a dealer would refuse to take any time to go out with us and call on the people, then, we went alone. Many a time, we would sell direct to the customer, and then, with this sale as a lever, would show the dealer the error of his ways and induce him to place an order and promise more co-operation in closing sales.

I remember one dealer in particular, and I always like to refer to him, because he was the type of small-town dealer that one does not meet often. He was a big man in every sense of the word; six feet in his stocking feet—and big minded. He had the largest implement trade in that locality and I do believe that he built it up entirely upon his wonderful personality. He was posted on everything. A constant reader, he could talk with you on almost any subject and talk intelligently. Never a day too busy or too rainy for him to go out with a salesman and always our day's work resulted in one or two orders for him and repaid him well for the time he gave us.

I recall another time when I secured a \$60 order from an

attorney in Buffalo for a septic tank. At that time I was assistant sales manager of the company, but used to run down local leads just for the joy of selling so that I could keep in trim all of the time. In this case, I had gone all over the story, and the prospect, who was a very busy man, asked me to get him an installed price and a blueprint, showing just how it would be installed. He gave me a rough sketch of his lake property.

We had no agent in the immediate vicinity, but I knew that I could never sell this man unless I could agree to install the equipment. He did not have time to look after it himself and his hired labor was not skilled enough to handle the sanitation problem. I immediately communicated with one of our agents who lived ninety miles away. Ninety miles over the hills—equal to double that distance on a straight road. I knew this fellow personally, because I had stayed at his house. I knew that he would travel ninety miles to get an order and make some money if he were given the opportunity.

#### SERVICE PLUS BAGS AN ORDER

The result was that I made a bid on the job installed and took along a blueprint of the job as it would be. I knew, from the look on that man's face, that he could not read that blueprint. I also knew that he didn't understand what I was talking about when I told him about the sludge, effluent, aeration, nitrification, etc. I do know, however, that I impressed that man with my own ability and the company's ability to handle the sanitation problem for him. He sat down and wrote me a check for the entire job, *in advance*.

When he was finished he said: "I want to tell you something. I have dealt with over seventeen people this summer in getting ready to build this summer home and you have given me the best service of all. Your order was the smallest, but you went after it in a way that convinced me you were entitled to the business. How

# They are SUBSTANTIAL PEOPLE

**P**ROOF of that comes from the thousands of letters pouring constantly into our office from automobile owners. Letters asking about the purchase of new cars, about touring, about every conceivable motoring problem. These people own cars of all prices, but the medium and higher priced cars form the majority, and the questions indicate the confidence these readers place in *Cosmopolitan*.

# They are Cosmopolitan

*And they live—most of them—in the urban communities where environment and accessibility contribute to their value as potential buyers.*

some folks can ever hope to succeed," he said, "is a mystery to me. Many of those with whom I communicated have not yet offered any service, or tried to sell me what I need for the job."

How true it is. Most dealers succeed in spite of themselves. Most dealers succeed because no one else has ever taken the trouble to compete with them. When a man has been established in a community for twenty or thirty years and is doing a comfortable business, largely because there is no other store in the immediate vicinity, it is often the impression that he is succeeding because he has some special gift or because he has a prestige that cannot be overcome in the community.

This is not true. Let a live wire with thirty cents and a good, cheerful smile land in the village and you will find that before the year has passed away, the fellow with thirty cents will be looking for larger quarters and the old established mossback will be wondering why he is losing business. People patronize dealers, in many sections, because they have no place else to go and because the old landmark has been there so long that they have become accustomed to going to the same store. The success of the large mail-order houses is proof that live-wires can get the business away from local dealers simply because they go after it and determine that they will follow any lead and squeeze all the business possible out of every inquiry.

Vaporous inquiries? Not much. It all depends on the retailer who gets them.

### Appoint Advertising Representatives

Peter A. Dohm, a partner in the recently dissolved organization of R. T. Huntington and Associates, publishers' representatives, New York, has been appointed Eastern representative of *Hardware World*, St. Louis, and *Western Architect*, Chicago. Both were previously represented by the Huntington organization.

Frank E. Willis, formerly representing the Huntington interests in Massachusetts and Rhode Island, has been appointed advertising representative of these publications for the same territory.

### Frank J. Mooney Goes to D'Arcy Agency

Frank J. Mooney, formerly with the St. Louis office of The George L. Dyer Company, has joined the staff of the D'Arcy Advertising Company, St. Louis. Before joining the Dyer agency he had been engaged in advertising work at San Francisco. He was for many years with MacManus, Inc., Detroit, and at one time was sales and advertising manager of the Hupp Motor Car Corporation, also of Detroit.

### New Orleans Hotels in New Campaign

The Guaranty Development Company, New Orleans, operator of the Hotel Roosevelt, the Hotel Bienville and the West End Roof, of that city, is planning a newspaper campaign in a number of cities, and a magazine campaign. The latter will commence about November 1. The advertising account has been placed with Bauerlein, Incorporated, New Orleans, advertising agency.

### Joseph W. Conrow with "Printers' Ink"

Joseph W. Conrow, recently with the Eastern advertising staff of *System*, has joined the advertising staff of **PRINTERS' INK** and **PRINTERS' INK MONTHLY** at New York. For a number of years Mr. Conrow was with the Curtis Publishing Company at Philadelphia, later joining the Eastern advertising staff of the Hearst publications.

### Criterion Company Advances J. L. E. Reynolds

J. L. E. Reynolds, former manager of the Pacific Coast office of the Criterion Advertising Company, has been promoted to manager of the Chicago office. He has been with the company for a number of years. He will be succeeded on the Coast by C. M. Kiesling who was formerly with the Chicago office.

### New Accounts for Conover-Mooney

The Summers Medical Company, South Bend, Ind., has placed its advertising account with The Conover-Mooney Advertising Company, Chicago. Newspapers and magazines are being used for this campaign.

This agency also has been appointed to direct the advertising for the Stewart Radio Corporation, Chicago.

### Coffee Roaster Account for R. A. Foley Agency

The John H. Wilkins Company, Inc., Washington, D. C., coffee roaster, has placed its advertising account with the Richard A. Foley Advertising Agency, Inc., Philadelphia.

*"A Class Magazine in a Class by Itself"*

*Ten years ago....*

NO PRIVATE SCHOOL AD-  
VERTISING WAS CARRIED  
IN Harper's Bazar

*Today....*

AS MANY AS 371 PRIVATE  
SCHOOLS HAVE APPEARED  
IN ONE ISSUE

{ The issue was that of June, 1924. }  
{ Our records show that this was the }  
{ largest number of schools carried in }  
{ any issue of any magazine in 1924. }

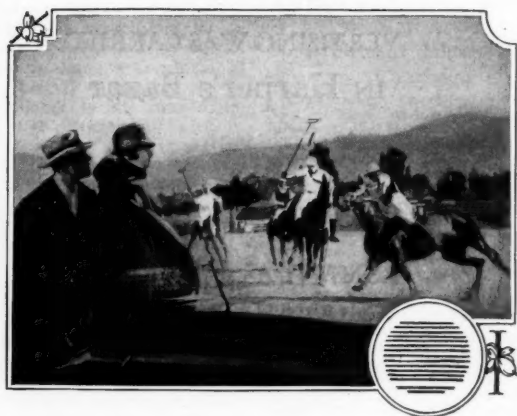
*Year after year....* private school  
advertising has increased in  
Harper's Bazar...for it reaches  
almost exclusively those families  
who can afford to send their  
children to private schools.

*Harper's Bazar*

2/- IN LONDON

50c

6 fr. IN PARIS



# PICTURES

—to impress the 49<sup>th</sup> State



*THE* Lure of pictures is universal.  
It influences every class. It demands  
interest.

Advertising in *The Globe-Democrat* Gravure Section is always  
"next to pictures"—right where it  
finds the reader in the most respon-  
sive mood.

## St. Louis Globe-Democrat Gravure Section

J. CARR GAMBLE, Advertising Manager



# Oklahoma Farmers Are in a Buying Mood

Farmers in Oklahoma are like any other class of people—they feel more like buying when they have plenty of ready money.

During September, October, and November the farmers of Oklahoma receive nearly fifty per cent. of their income from the year's crop sales.

This year the farmers in Oklahoma will receive approximately \$65,000,000 more for their crops than they did in 1923. Bumper crops of cotton, corn, wheat, barley, rye, broom corn, fruits, and kafirs have given the farmers of this State the greatest prosperity since 1920.

Now, therefore, is the opportune time for you to tell the 145,000 readers of the *Oklahoma Farmer-Stockman* about your product.

Your advertising in *OFS*, the only farm paper in Oklahoma, will influence the buying in more than three-fourths of Oklahoma's 192,000 farm homes.

Let us tell you more about the *Oklahoma Farmer-Stockman*, and about Oklahoma as a market.

**THE OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

Oklahoma's Only Farm Paper

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Better Advertising, Rather Than More of It

Direct Mail Association, Pledging Support to All Mediums, Calls for Improvement, Which It Terms a Business Need

**B**BETTER advertising as a duty, rather than primarily the means of increasing profit, was the ideal held up before American business by the Direct Mail Advertising Association at its seventh annual convention in Pittsburgh last week.

Nearly 2,000 advertisers and advertising workers attending the meeting gave vigorous assent to the association's new articles of faith which embrace these two major points:

(1) The great need of American business today is that advertising should be bettered in quality rather than increased in quantity.

(2) No one element in advertising is sufficient unto itself alone. In other words, every medium should recognize that it is only one element in the symmetrical and sufficient spreading of the selling message. Therefore, advertising being a many-sided business-building force, all mediums should co-operate and look at the thing in a big and unselfish way. Otherwise advertising may fall short of fulfilling its duty to business and to the people.

These thoughts began to make themselves felt almost at the opening session of the convention. In some form or other they came up in almost every address and discussion. But it remained for the convention at its final session Friday afternoon to accept them as a part of the association's official creed through the adoption of a resolution.

The resolution set forth that business, generally looked upon strictly as a means of making a profit, is really the medium for extending a vital service to mankind. Without business—big business, if you please—it was said that the nation never could have reached its present stage of enlightened development and that

without the further advance of such business it would begin even now to go back.

"Business, then," the resolution held, "is the medium through which the people as a whole are rendered a service they could not get along without. The profit part, relatively speaking, is only incidental. Advertising is the means through which this service can be extended. Hence, better advertising, rather than more advertising, is more than a privilege. It is a duty."

In another resolution the association pledged itself to co-operate with and support newspapers and other mediums in a general effort to make advertising more effective, thus lightening the task of the advertiser, inspiring in him the spirit of service and helping him rise fully to his opportunities in the advancement of business for the common good as well as for his own individual benefit.

It was pointed out at various times during the sessions, and also hinted at by E. J. Cattell, of the Philadelphia Chamber of Commerce, in an address at the association's annual dinner, that a universal effort to secure better advertising will automatically operate to make it grow in quantity. Epitomized, the opinion of the various speakers is that better advertising means a great deal more than improvement in the mechanical details of copy, layouts and printing. It means recognition of the fact that advertising, to do its full part, must be planned and administered on foundations built by the utmost efficiency in manufacture and upon selling methods formulated after sufficient preliminary research and investigation. It means that advertising will be applied in a way so that it can exert its full force on a long-pull basis rather than be expected to work

near-miracles after being put forth on a plan that gives it nothing upon which to base cumulative performance—an occasional insertion in a newspaper or magazine, a printed broadside now and then, or a booklet or letter sent out whenever the advertiser feels so inclined.

Advertising as an educational force resulting in more business for the seller and better service for the user was pictured in a number of addresses, notably one by William A. Biddle, advertising manager of the American Laundry Machinery Company, of Cincinnati. The theme of Mr. Biddle's message was how his company helped the laundryman practically rebuild his business during and after the war and how the laundryman rose to the occasion of assuming a considerable part of the country's household burdens at a time when help was scarce. The company in 1916 began an advertising campaign to educate laundrymen as to the advantages of advertising. At that time the average laundry spent less than one-half of one per cent on sales for advertising. Today the expenditure is from 3 to 5 per cent. The company's general advertising to break down the rather widespread prejudice against the laundry with the object of getting family washing for the laundries has been exhaustively discussed in past issues of *PRINTERS' INK*.

Mr. Biddle brought out in his address one significant point that every manufacturer ought to get. This is that the production of merchandise must be kept up to date. Various industries are growing so fast that the need of the trade can soon outstrip the manufacturing end. The American Laundry Machinery Company has a development department which is a complete factory in itself. Here machines are born and here they die. Any apparently worthy new idea that comes along is tried out through the construction of a machine. If the machine seems then to give promise it is put into a friendly laundry and tried out over a period of months. Subse-

quent improvements, made necessary through the test, are made. Or the machine is thrown out entirely.

In speaking of the "Essentials and Non-Essentials of Direct Advertising," Arthur Freeman, president of the Einson-Freeman Co., of New York, brought out that the better advertising to which the association was committed could be produced only by those having a definite understanding of merchandise and merchandising.

"Some advertising," Mr. Freeman said, "shows fine technique from a standpoint of copy writing and printing. Looking at some of it we seem to get the idea that the man who made it is trying to show his skill as a producer of advertising rather than as a seller of goods. The object of advertising is to get the load across and not the wagon. A producer of direct-mail advertising has no right to expect a manufacturer to spend money with him because he is a good writer or a good printer. He should approach the manufacturer as a good merchant. How is he going to learn merchandise? Simply by sitting at the feet of great merchants, so to speak, and gaining their ideas!

#### DIRECT-MAIL FUNDAMENTALS

"As I see it," said Mr. Freeman, "there are five fundamental principles of merchandising which the producer of direct mail or the advertising manager ought to know if he is going to make any real headway in the use of this great medium.

"In the first place, there is buying. The average advertising man does not know buying. But unless he does, he cannot sell in a constructive way.

"The second essential is marketing. A concrete understanding of this point will cause a dealer to offer fewer items in lines and not try to meet every possible whim or requirement in the way of merchandise. The result will be more concentrated offerings, better merchandise and more profits. When a man understands marketing he is not going to make the mistake



of pricing his goods on the basis of what he wants to get. It is going to be done on a scientifically correct plan.

"The third point is stockkeeping. A common fault is not knowing what you have in stock. This is true in factories as well as stores. The stock sheet, therefore, is one of the main avenues to satisfactory profits. Study what the people need and then know if you have it in stock.

"The fourth point is display. This is an element much neglected by manufacturers who are trying to help the retailer. When the manufacturer gets the retailer properly to display his goods, the goods are 90 per cent sold. Displays should be planned on the basis of sales appeal, timeliness and advertising hook-up.

"Practical application of the preceding points can be summed up in the fifth, which is promoting. This takes in the whole proposition of advertising. And as to the amount of promotion, let me say that the last place to save money is in cutting down the cost at the wrong end."

Frank E. Davis, of Gloucester, Mass., sells fish direct to the consumer. His advertising manager, R. W. Freeman, told the convention of this unique concern's advertising and sales policy in selling fish "from the fish boats to you," which has built up a million-dollar mail-order business.

The solicitation is done largely by letter. In soliciting cold prospects for the first time the company asks the recipient of the letter if he has any objection to trying a pail of salt mackerel in his home without cost. The letter explains that there is no charge to him unless he intends to keep the fish. An order card is enclosed. An average of the returns kept over a period of months shows that this first letter produces 15 per cent in sales. The remaining names on the list are tried out on codfish sent on approval on the same basis. This produces 10 per cent sales.

One especially resultful letter in the series started out like this:

"I can't write a letter good enough to tell you about the merits of my fish, but you don't mind, do you, if I send you along a pail of fish for you to try out?" The letter was signed by Frank E. Davis, president of the company, and produced more than 20 per cent in orders.

#### BIRTHDAY APPEAL SUCCESSFUL IN OFF-SEASON

August is a bad time for fish selling. This happens to be Mr. Davis's birth month. The advertising department therefore organized what it called the Frank E. Davis Birthday Club, and had special stationery printed. Letters on this stationery were sent out to a large list. The letter explained that the club was trying to get some big business in August as a compliment to Mr. Davis, and therefore if the recipient needed any fish wouldn't he or she send in the order at once? The letter was mailed to 150,000 people, and the resulting business made August one of the biggest months in the company's history.

Less than 1 per cent of the fish sent out on this trial proposition are returned. There is some slight credit loss from those failing to pay for the fish, but this also is negligible. When a person orders a pail of fish on the trial basis, he gets it without any question as to his credit. The matter then is turned over to the credit department and, if the customer has not been heard from within ten days, he is written a letter suggesting that if he likes the fish and wants to keep them, payment will be appreciated. Comparatively little difficulty is encountered in collecting the money. People seem to regard this sort of obligation as paramount, as has been explained numerous times in PRINTERS' INK.

The Davis letters are always sent out under one-cent postage and are never filled in. The company has found, strangely enough, that men's names are better for selling purposes than those of women. The company gains little or no profit on the first canvass of cold prospects, but the profit comes

# Soft Music and Flowers

*(Chicago has Buried Another  
Time Honored Tradition)*

**C**HICAGO has laid to rest the remains of the bugaboo-Presidential Year Depression.

Chicago retailers conducted the last sad rites.

They did a splendid job of it.

Realizing that "business is what you make it", local retailers instead of folding their hands during this presidential year, proceeded to create more business by going after it with more intelligence and more aggressiveness.

During the first nine months of 1924 LOCAL DISPLAY ADVERTISERS gave the daily and Sunday newspapers of Chicago 35,577,153 lines of advertising, an increase of 662,124 lines over the first nine months of 1923.

Of this increase the Chicago Evening American ALONE carried 454,356 lines, or 114,231 lines more than the COMBINED gain of all the other evening, morning and Sunday newspapers in Chicago.

What does this indicate?

First, that the old bugaboo of "viewing with alarm" during presidential year is dead and buried.

Second, that the circulation dominance of the Chicago Evening American in its field is creating an ever increasing value for space buyers.

Certainly the figures presented above indicate where the advertising dollar may be most profitably spent since LOCAL DISPLAY ADVERTISERS do not use increased space in a medium unless it produces adequate returns.

**CHICAGO EVENING AMERICAN**  
*a good newspaper*



## *There are Two Markets in*

**1—850,000** *Identified  
Readers—*

**2—122,300** *Identified  
Dealers—*

**The chart opposite shows :**

**Outer Circle—**The six divisions of population arranged on the Government Census Plan.

**Outer White Circle—**The percentages of circulation of The Elks Magazine in the above divisions.

**Black Circle—**850,000 Identified Readers.

**Inner Yellow Circle—**122,300 Identified Dealers.

***The Elks***  
*Magazine*

**50 EAST FORTY-SECOND**



through successive development. Mr. Freeman expressed the belief that his company's success in selling fish by mail was due, in a word, to working upon the principle that "no matter how big a mailing you have, you are really only writing one letter to one person."

William Bethke, secretary of the La Salle Extension University, Chicago, had the subject "Developing Common Sense in Letter Writing." He particularly stressed over-specialization and pointed out that in writing letters this was often done on one phase of a subject. He also scored prejudice, declaring that when prejudice enters, common sense leaves. He declared that feelings and emotions always will assert themselves unless held in check. He deplored wordiness and "hot air," assuring that these never mix with common sense.

J. V. Long, advertising manager of the Philadelphia Co., of Pittsburgh, spoke on "Rounding Out Public Utility Advertising with Direct-Mail Matter." He said that as a result of placing before the public the problems of the public utilities companies, the general public no longer has only a conversational interest in the telephone, a riding interest in the street car, a cooking and heating interest in gas or power, and lighting interest in electricity. He said every possessor of a savings account has part of his funds identified with a public utility industry, through investments made by his bank and every holder of an insurance policy is part owner of the utility company securities held by the insurance corporation.

William E. Holler, vice-president and general manager of the Flint Motor Co., Flint, Mich., had to recruit 6,000 men in fourteen months. His company started with an idea and capital, but had no men to build and sell motor cars. In his address Mr. Holler asserted that in hiring these men in a hurry and putting them to work his hardest job was in getting men who could earn \$10,000 a year and up.

"The reason high-class men are

so hard to find in advertising, as in other things," Mr. Holler said, "is because so comparatively few people plan their work and have definite serious objects. The world is crowded with drifters floating about aimlessly waiting for something to happen.

"Persistence is needed. Many a man is licked before he begins. But he never is a failure until he admits it. Brains, I can tell you from experience, are mighty hard to find. So is thrift and proper appreciation of money.

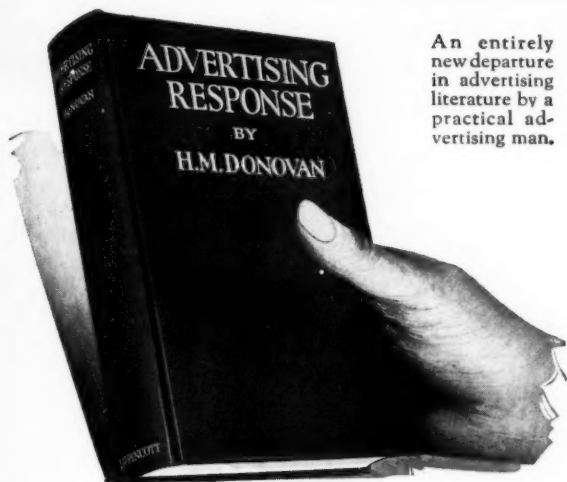
"And then people do not work enough. It makes me fairly sick as I see the number of big business men today who devote so much of their time to playing golf. Not long ago I had occasion to go on an important mission to a factory from which we buy \$5,000,000 worth of merchandise a year. Absolutely everybody in authority in that factory that day was out playing golf. I had to waste two hours before they could be brought in to take up the important matter I had come to talk about. Business is a dead serious proposition. Genius is perspiration. If every business man would remember this, conditions would be much better than they are now."

Malcolm Muir, vice-president of the McGraw-Hill Co., Inc., New York, told about the part direct-mail advertising has in promoting the business of the McGraw-Hill organization, his subject being "What an Industrial Publishing House Knows about Direct-by-Mail."

Mr. Muir said his company's sales problem is in three divisions—books, magazine circulation and advertising. Letters are used in these three divisions actually to bring about direct sales and also to prepare the way so that visits by salesmen shall be more resultful.

Technical books are sent on ten days' approval. When a book is sold pamphlets advertising other books are sent with it. Thus the advertising appeal is continuous, Mr. Muir said. January is the best month for selling technical

(Continued on page 53)



An entirely new departure in advertising literature by a practical advertising man.

## "Advertising Response"

"Advertising Response," the new book on advertising—written by H. M. Donovan and published by J. B. Lippincott Company, Philadelphia—is based on a research made in the eleven graduating classes of the seven Philadelphia High Schools, located in different sections of Philadelphia.

These tests were made on one thousand senior students—five hundred young men and five hundred young women.

Briefly, the students were handed sheets on which were listed twenty commodities, such as coffee, razors, tooth paste, etc.; the list included newspapers.

The students were asked to write under

# What the New Book "A

*Continued from  
preceding page*

each commodity the brand name that first came to mind.

"Advertising Response" shows that practically every one of the manufacturers in each industry whose brand name was mentioned the greatest number of times was the dominant advertiser in his particular field.

This book also shows that newspaper advertising was the principal form of advertising used by these manufacturers to gain this dominance.

And further—the newspaper that was most instrumental in giving these brands their position of eminence was THE PHILADELPHIA BULLETIN.

By far the most dramatic picture presented in this book is with regard to the Philadelphia newspaper situation. Newspapers are listed as one of the twenty commodities and the tabulation of the returns, as listed on page 47 of "Advertising Response," is shown below:

	MALES	FEMALES	TOTAL
Bulletin ( <i>Evening</i> )	288	314	602
Second Paper ( <i>Morning and Evening</i> )	115	111	226
Third Paper ( <i>Morning</i> )	49	33	82
Fourth Paper ( <i>Morning</i> )	12	10	22
Fifth Paper ( <i>Morning</i> )	10	7	17
Miscellaneous Papers	6	—	6
Blanks	20	25	45
	500	500	1000

THE EVENING BULLETIN received almost

# k- "Advertising Response"

by H. M. Donovan

*Shows about the Dominance of*

## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

twice as many votes as all the other papers combined.

THE BULLETIN received almost three times as many votes as the total for the morning and evening editions of the second paper.

THE BULLETIN received more than seven times as many votes as the largest morning paper.

The overwhelming preference of the high school seniors for THE BULLETIN is evidence that this paper's audience is primarily a responsive audience.

Responsiveness to advertising is greatest during the years from 17 to 30. This age group is largest in numbers as well as strongest in actual buying interest.

These subjects, therefore, (senior high school students) were expressly selected for this series of tests.

The man who made this unbiased research and the author of the book "Advertising Response" has had more than twenty years' experience in selling and advertising and in solving marketing problems.

For more than ten years he has been the head of one of Philadelphia's best-known advertising agencies.

# How to Dominate Philadelphia

On the preceding pages is outlined the result of tests on 1000 senior students in seven Philadelphia high schools, to determine the newspaper which was most dominant in their minds. These tests are fully described in "Advertising Response," the new book by H. M. Donovan

Briefly, this book shows that THE BULLETIN was dominant in the minds of 60.2 per cent of the 1000 senior students tested. The four morning papers and one other evening paper made up the remaining 39.8 per cent.

It is significant that THE BULLETIN, which goes into nearly every home in Philadelphia without regard to class, has greater dominance with high school seniors than all the other Philadelphia papers combined.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the six months ending September 30, 1924—

**516,609** COPIES  
A DAY

The circulation of THE PHILADELPHIA BULLETIN is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market Street



(Copyright 1924—Bulletin Company)

books, September the next best, while May sales are the highest in cost.

"Among the interesting things we have found out," said Mr. Muir, "is that one-cent postage is sufficient and also that we can use both sides of the sheet in writing a letter. This is a custom brought about through wartime necessity and in using it we experienced no diminishing returns. This has been kept up ever since."

Arthur H. Reddall, advertising manager of the Equitable Life Assurance Society, New York, spoke in place of John A. Stevenson, vice-president of the company, who was unable to be present. In discussing "Constructive Salesmanship in Direct Advertising," he said the Equitable now instructs its salesmen to sell policies to satisfy human needs. Whereas the old object was to sell insurance as a protection for a man's family after his death, the new idea is to sell insurance to underwrite a man's objective in life—to pay his mortgage, to educate his children, to protect his business and so on. The Equitable, Mr. Reddall said, maintains classes of instruction for salesmen in which this thought is stressed.

W. S. Ashby, advertising manager of the Western Clock Company, speaking on "This You Stuff," said the greatest need of a business is to maintain the "you" attitude always in relation with its customers. To do this successfully Mr. Ashby conceives it as necessary to impress upon everybody in the establishment, high and low, that quality and service must be given.

It was pointed out by A. L. Carmical, director of promotion publicity of the Chicago *American*, that buying is instructive. For, as he put it, "when we go out to buy we express our own individuality." He showed how necessary it is to build advertising headlines that "you can get your teeth into."

A message from President Coolidge was read by E. D. Gibbs, advertising manager of the National Cash Register Co. Mr. Gibbs had been on a delegation which had visited the President

the day before and had secured from him a letter to be read to the direct mail convention. This message appears elsewhere in this issue of **PRINTERS' INK**.

In telling about the National Cash Register's use of direct-mail advertising, Mr. Gibbs urged the convention to "forget ciphers." In other words, 1,000,000 prospects are only a multiplication of one. Effort should be concentrated upon the one and the million will follow. Mr. Gibbs exhorted direct-mail users not to worry about the waste basket. "You don't want a man to save your advertising matter for a souvenir, do you?" he asked. "Get the message into his mind and then let him do what he pleases with the advertising matter."

Frank L. Pierce, secretary of the Direct Mail Advertising Association, told how to construct a mailing list. Among the sources from which manufacturers desiring to make their own lists can get names Mr. Pierce listed the following:

Directories, local and national, and records of high school and college alumni.

Governmental records—city tax lists, permit records, automobile and marriage licenses, county and State records, consisting of registration, tax lists, Secretary of State records, labor reports, national income tax lists.

Organizations — chambers of commerce, industrial, labor and social bodies.

Press clippings—the names of advertisers and so on.

Advertising — names gained from magazines, newspapers and trade papers.

Miscellaneous—rural free delivery carriers, customers, deliverymen, justices of peace, country editors, exchange lists and co-operative lists made up by various non-competing concerns.

Frank E. Watts, editor and manager of *Electrical Goods*, New York, in discussing the subject, "Making Advertising Effective at the Point of Contact," stressed the importance of developing the dealer so as to make him know the rules of merchant-

dising. If this is not done, according to Mr. Watts, there will be a literal waste of millions in advertising.

Arthur S. Allen, sales manager of Philip Ruxton, Inc., New York, made an instructive address on "The Value of Color in Advertising."

#### POSTAL LEGISLATION DISCUSSED

At the annual business meeting of the association the most important topic brought up was the report of the postal legislative committee which was submitted by Homer J. Buckley, president of Buckley, Dement & Company, Chicago. The report, in pointing out the possibility of increases in second-class mail rates, covered the general lines of a report submitted by Mr. Buckley at a recent meeting of the National Advertising Commission in Chicago which was quoted in full in **PRINTERS' INK** of October 23.

The National Commission report formed the basis for the report to the Direct Mail Association with this addition:

From a direct-mail advertising standpoint, the situation is dangerous, because of the effect it will have, among parcel post shippers, comprising 50,000 to 75,000 business concerns issuing catalogues in excess of eight ounces and shipping merchandise through the parcel post method.

In the event that the increased rates are established—and this seems inevitable—your committee proposes recommending to the post office department that all catalogues, addressed, stamped and mailed as printed matter be reinstated as third-class mail, regardless of the eight-ounce limit, instead of parcel post as is now the practice.

We hold to the opinion that all printed matter, properly belongs in third-class mail classification and has no place in parcel post, and was never intended to be so classified by the creators and advocates of parcel post.

Some years ago a certain small group of firms, issuing large catalogues, weighing several pounds or more, found it to their advantage to persuade the post office department to create a classification for catalogues, weighing over eight ounces, as parcel post, so that they might get the benefit of the low parcel post rates in the first and second zones, and they got around the higher rates in distant zones by shipping their catalogues by freight in bulk to distant points, and remailing so as to bring their catalogues within the low rates.

These favored few have benefited im-

measurably by this Post Office ruling, and the parcel post revenues have suffered as a consequence.

This same group, right now, is sparing for advantage, if we are to judge by the proposed rates of increases suggested; for it is clearly evident that the concerns issuing the smaller catalogues of one or one-half pounds would be required to pay a confiscatory rate of postage in parcel post, and it is not practical for them to ship in bulk to distant zones.

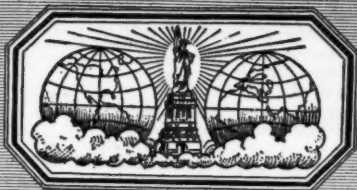
Your chairman has in mind one concern, issuing 3,000,000 one-pound catalogues each year, that would be compelled to pay \$200,000 increase in postage, if the catalogue—a piece of printed matter, addressed to one individual and placed in the mails for delivery—is continued to be classified as parcel post. Such an increase would advance their selling costs to such an extent that they could not do business. We think it is wrong to classify printed matter as parcel post.

Every direct-mail advertiser—user and producer—has a vital interest in the postal rates that will likely be an issue during the next few months, and will affect a great many of our members issuing catalogues, including seed merchants, mill supplies, electrical concerns, wholesale hardware as well as thousands of miscellaneous concerns not included in the general category of mail-order houses.

Charles R. Wiers, vice-president of the National Shawmut Bank of Boston, Mass., was elected president of the association, succeeding Joseph B. Mills of the J. L. Hudson Co., Detroit. William A. Biddle, advertising manager of the American Laundry Machinery Co., of Cincinnati, was elected American vice-president; Percy G. Cherry, of the *Might Directory Ltd.*, Toronto, Ont., was chosen as Canadian vice-president. Frank L. Pierce of Detroit was retained in the position of secretary-treasurer.

The board of governors for the coming year is made up as follows: Homer J. Buckley, Chicago; Harry B. Kirtland, Cambridge, Mass.; Joseph Meadon, Detroit, re-elected; Joseph B. Mills, Detroit; Robert E. Ramsay, New York, re-elected; Charles R. Wiers, Boston; William A. Biddle, Cincinnati; Elmer J. Roeper, editor of *Postage Magazine*, and Percy G. Cherry, of Toronto, who takes the place of Frank W. Hunt, Toronto.

The convention was the largest the Direct Mail Association ever had. The registration was 1,804



## The Evening Field!

**W**ITHOUT benefit of mergers,  
THE EVENING WORLD continues  
to plough its way to new circulation  
heights at a rate which demands first  
consideration in the New York eve-  
ning field:

Post Office Statement		Net Average	Gain Over
October, 1923	October, 1924	September, 1924	Year Ago
272,335	314,489	329,474	57,139

It takes sheer virility to add 57,000 circulation to a long-established news-paper property. The "newsiest evening paper in Greater New York" possesses this quality in abundance!

**The Evening World**

MALLERS BUILDING  
CHICAGO

FULFILLER BUILDING  
NEW YORK

GENERAL MOTORS BUILDING  
DETROIT

SECURITIES BUILDING  
SEATTLE, WASH.

CHANCERY BUILDING  
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING  
LOS ANGELES, CAL.

names, not including about 300 people who were connected with the exhibits and who did not attend the convention proper. Various unique entertainment features were provided by the Pittsburgh Advertising Club and the various Pittsburgh committees working under the general direction of Charles W. Collier.

"Among the resolutions adopted in addition to those spoken of in the beginning are: The convention pledged itself to vote at the forthcoming national election, thanked Pittsburgh for its splendid entertainment, renewed its allegiance to the Associated Advertising Clubs of the World, expressed sympathy to President Lou E. Holland of that body in his illness and urged Congress to adopt C. O. D. postage and to make convenient the sending of small sums of money by mail.

A large number of cities are in the running for next year's convention. Among these are Kansas City, Norfolk, Minneapolis, Asheville, San Francisco, Atlantic City, Houston and Buffalo.

The New York Advertising Club was awarded the trophy offered annually by the Paper Makers Advertising Club to the city having the largest delegation attending the convention. New York sent 106 people. For the last two years the trophy has been held by Chicago. The Mail Bag trophy awarded each year for the best direct mail campaign submitted was given to the Southam Press, Ltd., Toronto.

The association's by-laws were amended providing for the classification of the membership as follows:

1. Producers of any form of direct advertising, house organs, or better letters, or material used in the production thereof, such as printing presses, paper, type, ink, envelopes, etc., who do business in the judgment of the majority of the Board of Governors on a National scale, shall be known as sustaining members.

2. Producers or sellers of any form of direct advertising, house organs or letter services who do business, that is practically speaking and in the judgment of the Board of Governors on a local scale; this class will be composed largely of local printers.

3. Firms using direct advertising

house organs or letters as a means of sales promotion in their business.

4. Educational memberships. This class is reserved for those individuals engaged in educational work, and is an investment by the Association for furthering the interest in Direct Advertising.

Those in the first classification are entitled to participate in all activities of the association. The second will receive weekly a copy of the association's official bulletin and a monthly copy of "Associated Advertising." Those in the third classification will receive all confidential reports issued by the executive secretary.

### Slogan Adopted for Ice Cream

"Ice Cream, Serve It and You Please All" was selected as the winning slogan in a contest which was conducted by the National Association of Ice Cream Manufacturers. This slogan, which won a \$1,000 prize, has been adopted by the association. It has been incorporated in suitable design and will be used by members in advertising ice cream.

The slogan contest was announced in magazine advertising earlier in the year. Retailers tied up with the association's advertising by using newspapers and posters. The slogan committee of which E. C. Sutton, president of Wheat's Ice Cream Company, Buffalo, is chairman, received 110,000 slogan suggestions.

Plans for bringing this slogan to the attention of the public will be discussed at the convention of the association which is to be held in New Orleans on November 17.

### F. S. Montgomery Joins Hartford Agency

F. S. Montgomery has joined The Walter A. Allen Agency, Hartford, Conn. He was for a number of years advertising manager of the National Metal Holding Company, Pittsburgh, and was more recently manager of the electrical catalogue department of the Wynkoop-Hallenbeck-Crawford Company New York, printers.

### Carpenter & Company Transfers A. W. Cooley

Arthur W. Cooley, vice-president of Carpenter & Company, publishers' representatives, who has been with the Chicago office, is now in charge of the Eastern office at New York.

### Joins Eastman, Scott & Company

Graham Hemminger, recently with *Drug Topics*, New York, has joined the staff of Eastman, Scott & Company, Inc., Atlanta, Ga.

ANYTHING is possible

With pull

But

Pull is only

Possible

With circulation!

And one per cent pull

In The American Weekly

Means forty five thousand

Answers to your ad!

Seven dollars a line

Merely!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times  
Milwaukee—Sentinel & Sunday Telegram

Chicago—Herald and Examiner  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American  
San Antonio—Light

"If you want to see the color of their money—use 'color'." A.J.K.

---

# Tuning In at Cincinnati Times-Star Special

Cincinnati is the headquarters of three great broadcasting stations presenting regular daily programs. With Crosley, W. L. W.,—United States Playing Card Company, W. S. A. I.,—and Ainsworth Gates, Alms Hotel Station, W. M. H.,—Cincinnati radio fans can tune in on something worth while at practically any time, regardless of atmospheric conditions and of seasonal influences that demoralize radio in communities that are altogether dependent upon distant broadcasting stations.

Cincinnati is therefore a wonderfully staple and profitable market for the manufacturer of radio equipment and Cincinnati dealers testify to the fact that the local preference is overwhelmingly for sets, parts and equip-

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

---

# Cincinnati with the Special Radio Section

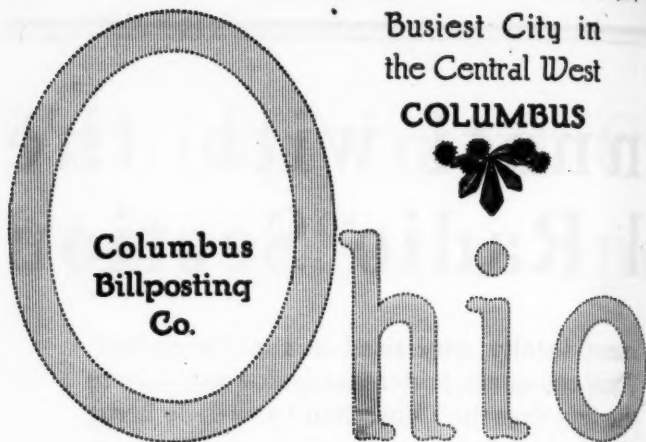
ment locally advertised in the Times-Star. This consumer preference is due not only to the fact that the Times-Star has a daily home circulation reaching practically every native white family in the city and suburban territory, of which it is the recognized buyers-guide, but also to the fact that the Times-Star was the first Cincinnati newspaper to publish a special radio section.

Times-Star radio advertisers enjoy the advantage of talking to their market through a loud-speaker, with maximum selectivity at any stage of amplification and any desired degree of frequency.

For special market information relative to radio in Cincinnati address the Merchandising Department

# THE TIMES-STAR

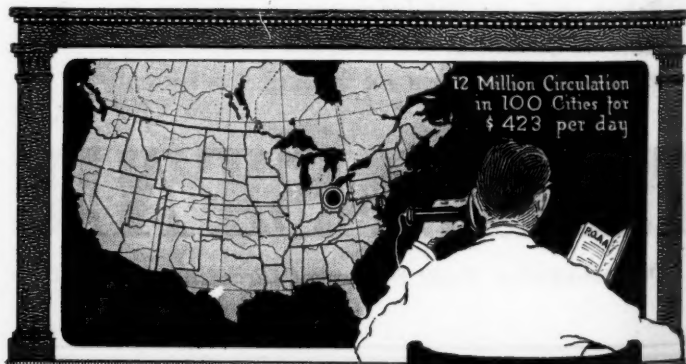
*Member of Audit Bureau of Circulations*



# Standardized Painted Outdoor Advertising

Stirs the  
multitudes  
to action

For Columbus or nation-wide campaign information  
write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.



# Buried Treasure within the Organization

How the "Suggestion Box" Can Coax Ideas from the Rank and File

G. B. LEWIS COMPANY  
MAKERS OF BEEWARE  
WATERTOWN, WIS.

*Editor of PRINTERS' INK:*

In *PRINTERS' INK MONTHLY* for September I note in the article entitled "Pay-Envelope House Organ Builds Employee Good-Will" that mention is made of prizes offered for suggestions.

This system was instituted in our organization recently and I would be glad if you would refer me to any articles which may have appeared in previous issues of your publication which bear reference to this question.

There are approximately 150 employees eligible, and, although the scheme may sound rational, the results have been insignificant, there being only two useful suggestions received in the course of four months, and it is probable that the better one of these would have been offered even had there been no contest in effect.

Each month we offer two prizes aggregating \$25. I believe the contest would bring us just as good results if this amount were reduced and the money used to better advantage.

Now, if you can refer me to any previous issue of your publication which contains an article relating to the practicability of such a scheme I would certainly be thankful.

G. B. LEWIS COMPANY,  
T. M. N. LEWIS,  
*General Branch Manager.*

WE imagine the G. B. Lewis Company is not the only organization that has tried the "Suggestion Box" plan of inducing employees to share their ideas with the management and found the box to be as bare as Mother Hubbard's cupboard. On the other hand, there are a great many other manufacturers, some of them nationally prominent, who have profited tremendously from this plan.

Just why one concern should obtain favorable results and another report flat failure is not something that can be explained in a word. This much is certain: the "Suggestion Box" plan is meritorious. Regardless of how many of these boxes are seldom the recipients of a worth-while idea, the plan is so inherently sound and logical that failure practically always is due to the system employed and not due to

any shortcomings of the plan itself.

For example, the foregoing letter brings out the fact that although approximately 150 employees are eligible, only two useful suggestions were received in the course of four months. But ranged alongside of this experience is that reported by the Franklin Automobile Company. Some time ago this concern offered prizes totaling \$3,600 for the best suggestions that would help reduce the cost of manufacturing the Franklin without impairing its quality. Incidentally, automobile manufacturing plants are generally regarded as being highly efficient. Nevertheless, in six months over 1,200 suggestions were handed in. What is more important, slightly more than 500 were found to be practical and were adopted.

When figures of this sort are cited, the G. B. Lewis Company, and any other concern which has not met with success in the use of this plan, cannot very well lay the blame at the door of the scheme itself. There can be no other conclusion than that the fault lies in its application.

A number of articles have been published in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* describing practical methods of uncovering some of the buried treasure that is to be found in every organization in the form of unexpressed and, sometimes, half-formed ideas. The titles of these references, together with the dates of issues in which they will be found, will be mailed on request by the Research Department.

Since the last of these articles appeared, we have obtained some additional information on the subject which will be of interest and guidance to any executive who contemplates tapping, or is already tapping, this treasury of ideas. For instance, we learn from the Eastman Kodak Company that the

chief thing in making a suggestion system a success is to secure the full co-operation of everyone in the organization from department heads right down the staff line.

This is indeed an important point. In any suggestion system, a company's officials must play a prominent part. They must be ready at all times to not merely offer inspiration but practical aid as well.

An interesting incident, in this connection, is reported by the American Woolen Company. One of the employees of this organization related how he had conceived an idea which he was certain would save the company at least \$10,000 annually. He thought the idea through to completion, drew up a lot of diagrams and asked for an appointment with the head of the proper department to explain the proposition. Here is how he reported the interview:

"He was a very busy man, but I finally drew a chair up to his desk and told the story. He listened with either interest or patience until I had finished. Then he said: 'A fine idea, *but*,' and went on to explain just how and why and wherefore the idea did not apply, wouldn't work, and, what was even worse, had been suggested before, not once but several times.

"I got up to go with a word of apology for taking up his time on a busy day, but he said: 'No, sit down and let me show you the figures,' and from a set of comprehensive charts in his desk, he demonstrated the weakness of my idea by figures that covered several years' work in his department."

It is this sort of co-operation that keeps suggestions streaming in. True enough, many of them will be of little or no value. But among the lot, there are bound to be at least a few that will repay, in increased profits, many times the cost of operating a suggestion system. As the American Woolen Company tells its employees: "Our methods and our systems, like those of every other business, are capable of improvement. If you see where the work of your

department can be improved or be simplified or be made more efficient, you may be assured that there is someone in the company that wants that information and that your ideas will be welcomed, appreciated and rewarded."

While this matter of executive co-operation is undoubtedly of great importance, it is only one of a number of factors that must be considered if the Suggestion Box is to receive its quota of ideas. Another all-important element in the success of such a plan, are the rules governing the system. Here are the American Woolen Company's rules:

#### SUGGESTION RULES

All suggestions, whenever possible, should be made on the suggestion sheet which appears on the opposite page, which may be mailed to the Department of Labor, Mill and Canal Streets, Lawrence, or put in one of the suggestion boxes.

The name of the person making the suggestion is to appear only on the coupon at the bottom of the sheet which will be detached by the Department of Labor when the suggestion is forwarded to anyone for consideration and the suggestion, until a decision is reached, will be known only by its number.

Suggestions dealing with mechanical details or manufacturing processes are considered by a group of executives most closely concerned.

Suggestions on matters concerning the Department of Labor, such as recreation, education, industrial relations, safety, etc., will be considered by an advisory committee of employees sitting with the chairman of the department.

For each suggestion accepted as having a value to the company along mechanical or manufacturing lines, a cash award will be paid, appropriate to the worth of the idea. This is judged the only fair basis for such awards, as ideas might widely vary in their money value to the company.

For each accepted suggestion dealing with matters concerning the Department of Labor a prize of three dollars (\$3.00) will be given. If in any one year an employee has contributed five or more accepted suggestions a special prize in addition will be awarded.

On October 1, the Bausch & Lomb Optical Company adopted a suggestion system. Prior to its development, the company studied a number of plans in use by other organizations and the best that they contained has been embodied in the Bausch & Lomb system. In presenting the suggestion system to B. & L. employees, the company first told why such a plan was being put into effect. This



## Aggressive Action is a Habit

Men at the top in all industry are where they are because they have acquired the habit of aggressive action. They are accustomed to accomplish.

A constant spreading of your Sales messages before them not only starts direct action from the top but gives you a quick O. K. when your other sales effort brings the matter up for final approval.

The  
**NATION'S  
BUSINESS**

Washington

165,000 Circulation (Member ABC)

read: "The Bausch & Lomb Suggestion System has been adopted for the express purpose of encouraging and receiving good constructive suggestions from the people in the plan for which the company will make awards. By the word 'suggestion' we mean a written proposal that will be of real value to the conduct of this business, and a good method by which the thing proposed may be accomplished."

Then the company printed a list of the type of suggestions that were wanted. This list was not intended to be complete. However, it did serve the purpose of pointing out to employees the lines along which they might concentrate. This is a worthwhile idea. Get several hundred or several thousand workers thinking along a certain line and the chances are that more practical ideas will be forthcoming or greater than is the case when there is no guidance. Wisely, the company admonishes employees, following the list: "But don't confine yourself to these. Remember this: the company wants any ideas of whatever nature that are of value to the management of any phase of this business, from the suggestion of new products to sweeping the floors."

#### NEED FOR UNIFORMITY

In any suggestion system, there is a need for uniformity. Something must be done to insure that suggestions will be made intelligently and fully. With this in mind, Bausch & Lomb have regular suggestion blanks. A supply of these blanks and envelopes is always kept in a little compartment at the side of the suggestion boxes.

These suggestion blanks are divided into three parts. Part One is designed to carry the suggestion. Part Two is detached by the secretary of the company and placed in his file under lock and key. This part of the blank contains the contributor's name and department number. Part Three is detached by the suggestor just before he places the suggestion in the envelope to drop it in the box.

It is important that the suggestor keep this part of the blank since it serves as an identification when awards are made.

Following this, in the report, is a list of the places in the plant where the suggestion boxes will be found. These boxes are kept locked. Suggestions are collected daily under the direction of the company's secretary and opened by no one but him. Immediately upon the receipt of a suggestion he detaches the part upon which the suggestor's name appears and places it in the special file. Thus, no one knows the name of the party making the suggestion. Even the suggestion itself, together with all drawings, is copied and the original placed in a special file. Once the suggestion passes through the secretary's hands it is known by number only. Incidentally, after the secretary has received a suggestion he arranges to notify the suggestor, through a note slipped in the pay envelope.

After the secretary has performed his work he sends the suggestion to what is known as the general committee. This committee consists of the leading executives of the organization. It looks into each suggestion and sees to it that every one receives proper attention. If a suggestion is accepted the committee decides its value. When a suggestion is rejected, the name of the suggestor is made known, but only to the superintendent who has the particular work in charge with which the suggestion has to do. This is done so that the superintendent may call in the suggestor and go over the suggestion with him, explaining why the suggestion was rejected, and, if possible, help revise and improve the suggestion so that it may be re-entered.

Each month, through the company's employees' magazine, the general committee will give a general report of its activities and of the disposal of all reports handed in for the month, designated by their numbers. The numbers of all suggestions accepted will be given, accompanied

MORNING PAPERS  
GET ACTION  
THE SAME DAY

# LAST REMINDER!

ON OUR

Christmas  
Shopping  
Number

*Artgravure Section*

SUNDAY, DECEMBER SEVENTH

FORMS CLOSE TIGHT NOVEMBER 20th

This feature issue, beyond all shadow of doubt, is the most widely read issue of the year; and as for coverage—well, it goes to every person in the Cincinnati market.

*Wire Reservations Now*

I. A. KLEIN  
Chicago  
New York

R. J. BIDWELL CO.  
742 Market St.  
San Francisco

*The*  
**CINCINNATI  
ENQUIRER**

*One of the World's Greatest Newspapers*

# When a Buyer Helps You Sell

IT is unusual for a buyer of space to make a sales talk for a medium. Therefore the recommendation of the farm market and farm papers by the Committee on Agricultural Press of the American Association of Advertising Agencies is most convincing. The committee says:

**"You can look forward to the next five years, in the village and country market, as an era in which every manufacturer of every kind of commodity has possibilities of tonnage increases not duplicated elsewhere in the United States.**

**"We have neither the words nor the energy at our command to adequately tell you how important this small town and country field is and will be.**

"There is no way that the average manufacturer can reduce overhead, increase volume and make volume profits at so low an advertising cost as he can by adding the farm market, through proper use of farm papers, to his operations."

"The farmer, having established himself, now, on bedrock, over a period of time, can become a bigger, more responsive buyer with more latitude on staples and semi-luxuries than at probably any time in the past."

Every advertiser will find it profitable to read this report in full. It is an able and impartial analysis of the farm market. A copy will be mailed on request.

## Agricultural Publishers Association

Victor F. Hayden, Executive Secretary  
76 West Monroe Street, Chicago

*Complete coverage of the farm field and dominance of  
the seventy million population in the rural market*

by the amount of the awards made. After the accepted suggestions are published, arrangements will be made for the payment of the award. In this connection the report states: "Naturally, the suggestor's name will be known at this time because the check must be made out to him personally. However, while the name will be known to the person making out the check, the number and the nature of the suggestion will not. Thus, we see again that the suggestor is fully protected from having his particular suggestion known unless he, himself, cares to make it known."

There are other rules and regulations, which the report explains as follows:

All employees in good standing of the Bausch & Lomb Optical Co. are eligible to participate in the Suggestion System, excepting superintendents and a limited number of others who, for obvious reasons, will be eliminated. In case an employee is "laid off" or out sick after he has entered a suggestion, the award will be made regardless; if he has left the employ of the company before the award is made, it will be forfeited. In case two or more suggestions are entered covering the same thing, the first one received by the secretary will be considered and the others dropped. Since every suggestion is stamped by a special time clock, and no two suggestions can be stamped at the same time, it will be very easy to determine which was the first received. In making your suggestion use but one serial numbered blank for each suggestion with plain paper for your necessary additional sheets.

Twice annually all suggestions that have been put into operation will be reviewed and, in case a suggestion has proved to be of greater value than the general committee contemplated at the time the original award was made, the suggestion will be again considered and a re-award will be made. At the first of each year and again about the first of July all re-awards will be published in *The Reflector*. At this time, also, the names of those who have made the ten best suggestions of the six months' period will be given honorable mention, in conformity with the policy, but the suggestions made by them will not be made known.

According to the company, the best feature of the plan is that at no time throughout the life of a suggestion is the suggestor's name disclosed in connection with his particular suggestion, unless he, himself, discloses it. Everything that can humanly be done has been done to keep the sug-

gestor's name concealed. The necessity for some such arrangement does not require discussion.

A. J. Zimmerman, secretary of the Bausch & Lomb suggestion system, informs *PRINTERS' INK* that it is difficult to say, at this moment whether the system will be a success in as much as it has been in operation only a month or so. He says: "However, judging from the fifty-six suggestions received in two weeks, also considering the value of the ten adopted, it appears as if the system has been well taken."

In summary, then, it may be said that there are five essentials in the preparation of a suggestion system. They are: A policy of square dealing; a plan that keeps the suggestor's name secret; prompt announcement of awards; awards that are in strict proportion to the value of the idea and a continual internal advertising campaign, including posters, pay envelope messages, articles in the plant publication and so on, that will keep interest in the system alive. Given these essentials, and a staff of average ability, and favorable results are almost certain to materialize.—[Ed. *PRINTERS' INK*.

### Advertising Fosters a Habit for School Children

In its newspaper advertising the Associated Growers of British Columbia Ltd., is fostering the habit of having parents send their children to school with an apple. The association's apples are sold under the trade-marked name "O. K." Its copy, which is addressed to parents, tells of the healthful advantages which will come from this practice of getting boys and girls to regularly eat an apple a day. Parents are also told to make the "O. K." trade-mark their protection which will insure their children getting only good apples.

### Appoints W. W. Sharpe Agency

William Kennelly, Inc., real estate appraiser and auctioneer, New York, has appointed W. W. Sharpe & Company, advertising agency, also of that city, to direct its advertising.

### Leaves Schiele Agency

Milton S. Rippey, who has been of vice manager and space buyer for the Schiele Advertising Company, St. Louis, has resigned.

# Show Time Is Coming

Three great shows are drawing near—

Three periods of intense interest to dealers—

Three opportunities to turn that interest to your advantage—

Tell your story when this show interest is at fever heat.





**New York**  
**January 2-10**

# Automobile

One hundred thousand dealers eagerly are awaiting the coming of the New York and Chicago Automobile Shows.

Some few thousands of them will be there in person to see the new and interesting exhibits.

The rest must rely on their trade papers bringing the shows to them.

For that reason the show issues of the three great automobile trade papers—Motor World, Automobile Trade Journal and Motor Age—will be read with intense interest by dealers throughout the land. And they will be retained because of the vast amount of show information contained in them. This affords an unusual combination of reader interest and long life.

These three dealer publications have a combined paid circulation of approximately 80,000. The great bulk of this



## The Automotive Division of

**The Class Journal Co.**  
**New York and Chicago**

**Automotive Industries**  
**El Automovil Americano**  
**The American Automobile**

**Motor World**  
**Motor Age**  
**Distribution & Warehousing**

# Shows —

is in the trade. Duplication is only 10.27%. It is the most complete coverage of automotive quantity buyers it is possible to obtain in subscribed-for publications.

The liberal use of the show issues of these three publications assures your message getting nation-wide distribution among those who do over three-fourths the quantity buying of the automotive trade, when interest is keenest.

When the stay-at-home dealers see the shows through the pages of the Big Three dealer papers make sure they find there the facts about your product.

Show time is opportunity time—avail yourself of it.

For further information address either company.



Chicago  
January 24-31



## SHOW ISSUES

### Automobile Trade Journal

New York Show Issue.....January  
Chicago Show Issue.....February

### Motor World

Before Shows Issue.....December 25th  
Chicago Show Issue.....January 22d

### Motor Age

New York Show Issue.....January 1st  
Annual Show Issue and  
Specification Number.....January 22d

## United Publishers Corporation

Automobile Trade Journal  
Commercial Car Journal  
Motor Transport  
Chilton Automobile Directory

The Automobile Trade Directory  
Chilton Tractor & Implement Index  
Chilton Tractor & Equipment Journal

Chilton Company  
Philadelphia



Chicago  
January 6-9

# National Good Roads Show

The December issues of Commercial Car Journal and Motor Transport will contain a lot of advance information about the exhibits to be seen at this great show.

This will be eagerly read, for the attention of the whole transportation world is focused on this coming exhibition.

The thousands of truck dealers subscribing to Commercial Car Journal are keenly interested in the matter of good roads and will peruse this issue with avidity. So will the thousands of fleet owners who read Motor Transport.

Capitalize this interest by taking good space to tell the story of your product when this question is uppermost in the minds of those who constitute your logical market.

These are the Good Roads Show issues:

## MOTOR TRANSPORT

December. Forms Close December 1st

## COMMERCIAL CAR JOURNAL

December. Forms Close December 8th

*For Rates and Space Reservations Address*

**CHILTON COMPANY, Chestnut and 56th Sts., Philadelphia**



Net paid circ-  
ulation 8,555  
A. B. C.



Guaranteed cir-  
culation 5,000  
copies.

# A Sales Manager with No Theory of Management

A Letter to a Former Salesman Recently Appointed to the Position of  
Division Sales Manager

By B. J. Williams

Director of Sales, The Paraffine Companies, San Francisco

MY dear Allison:

You ask as to my theory of selling and sales management. I have none. I have been in selling, both personal and executive, for many years—perhaps thirty. I went into it with little knowledge of business generally, with no special training in selling, and with no theories of any kind. As you probably know, when a boy of ten I was put to work in the coal mines of Pennsylvania, not because I had any interest in or theories regarding mining, but because it was the only kind of work available by which I could make a living. I got into selling in much the same way; and any ideas I have of selling or sales management are the result of the practical experience gained during these years of work on the road and behind the desk.

Some years ago I had occasion to deliver a lecture before a class in salesmanship. In doing so I outlined the various qualities I considered necessary to make a successful salesman; and in writing it up for the newspapers the reporter very facetiously said, that "It would seem to require about

the same qualities to be a successful salesman as to be President of the United States." Never having been President, I cannot say as to this; but I do know that to

be a successful salesman in these days, with a worth-while firm, requires certain fundamental qualities involving more than the mere ability to talk a man into something he does not want.

In the early days of my selling experience, a "gift of gab" and the reputation of being "a good fellow" were considered the prime requisites for a salesman. Today, much more is demanded, and the man who tries to "get by" on this meager

IN PRINTERS' INK MONTHLY of January, 1924, there appeared an article by Mr. Williams entitled "Have a Heart—A New Slogan for Sales Managers." The ideas in it were not new—in fact, they were as old as the Golden Rule. But they struck a responsive chord in the minds and hearts of those who read the article. No single article of the year in the PRINTERS' INK Publications has caused more comment.

We have obtained from Mr. Williams certain actual letters he has written salesmen and they will be reprinted at intervals in these pages exactly as he wrote them, except that the names of the salesmen have been changed. They are simple letters, but Mr. Williams has a simple theory of sales management, which evidently accounts for his success in dealing with men.

equipment will find himself at the tail end of the procession.

Many qualities are necessary in high grade selling; among them might be mentioned: intelligence, industry, persistence, imagination, sentiment, ingenuity, resourcefulness, enthusiasm, sincerity, loyalty and last but not least, integrity. With a basis of intelligence, industry and enthusiasm, the three last named—sincerity, loyalty and integrity—would be the greatest factors.

In the old days the theory was

that of "Caveat Emptor"—"Let the buyer beware!" Or to use the expression of an old line salesman of my acquaintance, made twenty years ago, "Do the other fellow before he does you." But the old days are gone, and with them the old methods of selling. Today, as I see it, and as borne out by my experience, Character is the big fundamental. In my opinion it is a waste of time to attempt to make a salesman of a man without character.

Before one can develop a Sales-Man, he must have a Real-Man as a basis!

It must be borne in mind that the salesman is vastly more than the representative of the company for the sale of its products. He is The Company! Not only is the company obligated by his every act as it relates to *business*, but the company must bear the odium, or otherwise, of his *personal conduct*.

In other words, if the salesman, in his anxiety to secure an order, misrepresents his product or the conditions under which it is sold, the company is responsible and must make good. Similarly, if the salesman conducts himself in an unseemly manner by refusing to pay his honest debts, by notorious prevarication, by becoming intoxicated, or by general loose living, these reprehensible practices are assumed to represent the general level of conduct of the personnel of the company.

You know as well as I do that no reputable concern would place in a position of financial responsibility a man who was notoriously dishonest. How, then, can such a concern place in the hands of a salesman, without character, that which is vastly more precious than money—its reputation.

Hence, if I have anything in the nature of a theory regarding salesmen and sales work, this element of character is basic in it. For this reason I have always endeavored to employ as salesmen only such men as I believed to be fundamentally sound in point of character.

It goes without saying, of course, that character alone will not make a salesman; and men

selected for sales work, therefore, should either have a known record of successful salesmanship or should possess in a marked degree those qualities necessary to successful selling—such as intelligence, industry, enthusiasm, et cetera. In addition, they should have an instinctive *liking* for the work.

In my work as a sales manager I have always stressed the development of the man, knowing from long experience that if possessed of the basic qualities referred to, as I built up and broadened the man, his sales efficiency would keep pace with his progress along these other lines.

In selecting salesmen, therefore, you must find those possessed of both *character* and *sales ability*; neither one of these factors, *alone*, being enough. Unless great care is exercised, you are more likely to be "taken in" by a salesman without character than by a man of character without sales ability.

It is, as you know, the practice of many firms, after employing a salesman, to supply him with a price book and a case of samples, and turn him loose. If, then, he does business in sufficient volume, they flatter themselves that they have picked a "Live One." If he does not do so well they write him "ginger letters," oftentimes prepared by a professional writer in Chicago or elsewhere, with no knowledge of the man or the conditions, with which he has to contend; and which, therefore, in my opinion, have about as much value as a bucket without a bottom. If he does *no* business, he is fired immediately. His successor goes through the same mill.

I have a firm conviction that it is the duty of the sales manager to study closely and carefully the individual problems of the salesmen, and assist in their solution. As I see it, it is manifestly unfair to the salesmen and to the company to do anything else. Only as the men have this assistance, and are aided in their personal development, can they render the maximum of service to the company and to themselves.

In dealing with the salesmen,



You can put on as **BOLD** a **FACE** as you please, but really haven't you felt awfully cheap when you bought a cheap job of printing from a cheap printer and the finished product looked as cheap as you had a right to expect? All of this was unnecessary. We would have done a first-class job and our price, although not the cheapest in the town, would have been most reasonable.

## Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

therefore, I would like you to be extremely sympathetic and solicitous of their welfare. I would like you to keep in mind also, all that I have said above. In addition to this, the more you can learn of the salesman—of his history, his family, his home life, his achievements, his ambitions — the more you will be able to help him.

I think this answers your letter, but only in outline, as hitting the high spots. If I have a "theory" of salesmanship and sales management, this is it; but I do not call it by that name.

Very sincerely yours,  
B. J. WILLIAMS.

### Prune Growers Prepare for Advertising

THE prune was once a joke, but it has been no joke in recent years to be a prune grower. Growers in the territory around Walla Walla, Wash., shipped prunes to Eastern markets in the fall of 1923 and got, as the net result of their shipments, a call from the railroads for money to pay charges, the proceeds from sales having been less than the cost of transportation.

In Oregon, the growers have recently banded into a close corporation, upon a plan of organization which aims to avoid weaknesses of similar co-operatives in the past. The new organization, with headquarters at Portland, Oreg., is known as the Northern Pacific Co-operative Prune Exchange. It will handle nothing but prunes. It succeeds, in the prune business the Oregon Co-operative Association of Sales, which handled, in addition to prunes, apples, pears, berries and other things that the members wanted to market.

The exchange represents a consolidation of nine local associations. All the locals retain their identity, but are definitely bound to the exchange, and cannot withdraw from it without a penalty. This feature is regarded as important by those familiar with

the workings of co-operative marketing organizations. Such organizations have always had trouble with individuals who were lured by promise of better returns to divert fruit from the association. The result was that members of a single industry competed with one another, frequently with disastrous results. Similarly, in organizations comprising a number of individual associations, one or more of these have in times past broken away and disrupted the market.

The exchange has acquired all local trade-marks and labels, and is to have absolute control of all problems connected with grading, packing and marketing. A special fund for capital and reserve, to be returned when no longer required, is to be furnished by deduction of one-twenty-fifth of a cent a pound on all prunes handled. Expenses for each year are to be budgeted in advance by the directors of the exchange.

As this is written, no definite marketing plans have been made, but they are being considered and a definite sales and advertising program is to be worked out as speedily as possible.

### New Accounts for the Biow Agency

The advertising account of the Manhattan Rome Company, Long Island City, N. Y., has been placed with The Biow Company, Inc., advertising agency, New York. The Rome company manufactures Rome Mascot day beds, Rome link gliding davenport and swinging couch hammocks.

The Allied Drug & Chemical Company, New York, also has placed its advertising account with the Biow agency. A newspaper campaign is planned for the latter account.

### After Canadian Market for British Cigarette

A merchandising campaign to develop wider distribution in Canada for Capstan Cigarettes, a popular British brand, is now being conducted by the Imperial Tobacco Company Ltd., Montreal. The plans for the campaign include the use of Canadian newspaper advertising. The copy is signed by the original makers, W. D. & H. O. Wills, of Bristol and London. A. McKim Ltd., advertising agency, Montreal, is directing this advertising.

On November 1st, a new advertising rate card was issued based on Liberty's new high level of 700,000. Up to November 7th national advertisers bought

space in Liberty  
at the rate based  
on 600,000 net  
paid—a wise  
investment!  
Advertisers  
will always be  
able to buy  
space in Liberty  
forehandedly  
— b e c a u s e

# Liberty rates will *never* catch up with circulation!

---

*Every week 700,000 people pay their nickels for Liberty. They buy it because they want it. They pay cash for it. These 700,000 weekly cash sales, which were achieved in less than six months without price cutting, clubbing offers or other similar inducements,*

*indicate that this growth has been deserved. Liberty's circulation standards assure the advertiser that its circulation is being built on a fundamentally sound basis.*

---

# **Liberty**

*A Weekly for Everybody*

CHICAGO  
7 South Dearborn Street  
Phone, Central 0100

NEW YORK  
247 Park Avenue  
Phone, Vanderbilt 7489

LOS ANGELES  
406 Haas Building  
Phone, Metropolitan 3172

**700,000 Now**  
**1,000,000**  
**in 1925!**

---

# Insurance Advertisers Move to Combat Waste

"Speechless Convention" in Pittsburgh Brings Decision to Apply Better Merchandising Methods

**E**limination of waste in the distribution of advertising material designed to supplement national and direct-mail advertising—for years the bugaboo of insurance advertising—was the most important development, economically, of the Insurance Advertising Conference Convention held October 27 and 28 at the William Penn Hotel, Pittsburgh.

Recognizing the continual destruction of the effectiveness of this medium, consequent distribution costs and the increasing lethargy of the agency field forces through scientific education, the heads of the departments that create, design, and direct the distribution of all the advertising matter went on record as favoring a complete reversal and more businesslike handling of the system of distribution.

"It undoubtedly is," according to the resolution adopted, "the experience of the advertising departments of the many companies represented at this convention that agents are very often forgetful of the expense of printed material. It is the feeling that with the combined efforts of all of us a great deal of the valuable and expensive material gathering dust in an agent's office should be avoided, and in most cases reduced.

"We can save considerable money that might be more properly devoted to assisting agents to judiciously use the advertising furnished if we could eliminate this insane waste. It perhaps has come to the attention of many of us that not a few agents are asking for large supplies from the home office without making proper use of them. We are continually seeking this information and are regarding it as constructive if we are informed of this continued practice of waste. Let us all keep waste—waste of material, waste of effort, waste of time and the cor-

responding waste of money ever before us during the coming year."

Educationally, the outstanding feature of the two-day conference at which Edward A. Collins, assistant secretary and advertising manager, National Surety Company, New York, and president of the conference, presided, was the presentation of the Holcombe trophy to the Metropolitan Life Insurance Company. This was briefly reported in *PRINTERS' INK* last week. The trophy was presented in a novel manner by P. L. Thomson, publicity director of the Western Electric Company, New York, and president of the Association of National Advertisers. Mr. Thomson after accepting the invitation to present the trophy, found his presence essential in Montreal the following day and was obliged to utilize the long distance telephone to carry out the plan of presentation. Mr. Thomson sat at his desk in New York, and without a moment's pause after his surprise introduction to the conference at its Monday luncheon proceeded with his address. In this long distance communication broadcasting stations WEAf at New York and WCAP at Washington were tied together and Mr. Thomson's voice was amplified so as to make even the inflection of his voice easily audible.

In stating the opinion of the jury of award, which consisted of Festus J. Wade, president of the Mercantile Trust Company, St. Louis; E. T. Meredith, publisher of *Successful Farming*, Des Moines, and Mr. Thomson, the latter said:

"This advertising of the Metropolitan Life Insurance Company constitutes in our judgment not alone a high mark in insurance advertising. In its conception and its execution it represents a milestone in advertising history. Most of

us long since learned how to write copy that would attract the attention of, and sell goods and services to the public, but the Metropolitan advertising goes further than that.

"Very likely there are in your membership other great insurance companies that are carrying on the same or equally worth-while undertakings in the public interest. In that event, the Metropolitan is entitled to the award because it has been the first insurance company thus to tell its story by the use of advertising as a medium.

"The responsibility for legitimate business to interpret itself to the public is clear and was never so great, and the Metropolitan Life Insurance Company has in this campaign set up for the American business executive an example of how that responsibility may be met through the medium of wise institutional advertising that will build not alone an enduring prestige and well-deserved success for the company which has sponsored it but which will make at the same time for a better citizenship and a better America."

The Holcombe trophy was donated to the conference by John M. Holcombe, chairman of the Phoenix Mutual Life Insurance Company, of Hartford, Conn. It is presented annually to the insurance company that exhibits the most outstanding, resultful, and beneficial advertising piece or campaign used during the year.

With the exception of this address by Mr. Thomson and another at the Tuesday noon luncheon by Homer J. Buckley, president, of Buckley, Dement & Company, Chicago, the convention was altogether informal, being more nearly in the nature of a round-table discussion of insurance advertising problems. It was the plan to make the convention proper a speechless affair and to have the set addresses at the noon-day luncheons.

Out of all the resulting mass of informal discussion two main propositions developed. One was the pronouncement against waste, which came about after a large number of insurance men present

stated that they were at their wits' end to discover some method of combating this problem. After waste had bobbed up with regularity during the two-day session L. A. Soper, sales promotion manager of the Phoenix Mutual Life Insurance Co., Hartford, Conn., called for certain members to meet him "over in the corner," where the resolution dealing with waste was formulated.

The other significant development was a generally expressed conviction that insurance, broadly speaking, never could come into its own until the companies regarded it strictly as an article of merchandise and applied to it the same general advertising methods that are now employed to move any other commodity. President Collins declared that a general co-operative advertising plan designed to sell insurance as an institution on a broad national scale had now become much more than a dream. He would not go so far as to predict a time when this big thing should come about, but said its consummation in the reasonably near future is inevitable.

The feeling in behalf of more and better advertising crystallized after Mr. Buckley's address in which he insisted that the outstanding advertising sin of omission on the part of insurance companies is their failure to "follow through." Mr. Buckley said 85 per cent of current insurance advertising, especially the direct-mail kind, is wasted because of its amateurish applications. He read a number of letters from salesmen representing several of the larger companies offering him articles such as pocketbooks, desk calendars and other things, the effort being to prepare the way for a visit from the salesmen, without any constructive presentation of insurance.

"Not a great while ago," he said, "I received from the Travelers Insurance Company a splendid letter solicitation in behalf of group insurance. It is one of the best presentations of the subject I ever saw. The letters came in at the right intervals and presented the case so

*We are pleased to announce  
the appointment of*

**Mr. E. C. Wright**

*as Automobile Manager  
of the  
Macfadden Publications, Inc.*



*Mr. Wright comes to us after  
nine years in the Hearst Organ-  
ization in which he occupied the  
position of Business Manager of  
MOTOR and Manager of the  
Automobile Advertising Depart-  
ment of The NEW YORK  
AMERICAN.*



**Macfadden Publications, Inc.**  
**1926 Broadway                      New York**

thoroughly that I was sold. But no Travelers man ever called on me. Later an Equitable salesman came in with a group insurance proposition and he sold us a policy covering 300 employees. Or it would be better to say that we bought the insurance from him. We were sold on the idea by the Travelers. In other words, the Travelers sold the idea and the Equitable got the business.

"The fault of insurance selling as I see it—and the same thing of course can apply to many other articles of merchandise—is its failure to apply more intensive selling at the point of purchase. The mass selling is done well enough but there ought to be a better tie-up to the personal element. Insurance is perhaps the greatest economic force we have and yet it is being sadly abused in the way it is sold. If sold properly it is a service. A salesman starts out to work on his friends and when he has exhausted that list he is out of gas. Nine out of ten insurance policies are sold the wrong way because companies take on cheap men and then treat them in a cheap way. The insurance business is too largely a proposition of one call. There is not a business in the world that could avoid going broke with that kind of selling.

"For that matter no salesman works with sufficient intensity at the point of contact. A national dry goods organization made a survey covering the calling activities of a large number of salesmen. Of the entire number 48 per cent called on prospects once during a certain period, 25 per cent made two calls, 15 per cent made three calls, and 12 per cent made four calls or more. The 12 per cent of the salesmen represented in the latter classification got 48 per cent of the entire business gained during the period. Insurance is a service proposition and when it is not being sold as such it is not sold properly."

Similar ideas were brought out by Chauncy S. S. Miller, of the North British Mercantile and Insurance Company; R. L. Clark of the Continental Insurance Com-

pany, and A. H. Reddall of the Equitable Life Assurance Company.

Mr. Clark told about the experiences of an advertising manager of a big Eastern insurance company in approaching the president with a proposition to spend \$25,000 in national advertising. The president turned down the proposition on the basis that the money could be used to better advantage in developing sales in certain districts.

"And the president was right," Mr. Clark admitted. "It certainly is a waste of money to go at national advertising in a small way. The thing ought to be done right and it certainly will be right perhaps in less time than we think."

What the committee anticipated as the least attractive assignment proved to be the divisional grouping of the insurances of their respective classes for the discussion of their own intimate problems. It proved to be one of the best. The groups represented life, fire, casualty and surety, and while planned for an hour on Monday evening, the discussion consumed more than three hours.

A question box proved to be an educational feature inasmuch as effort was made to obtain from those familiar with each subject, questions submitted by members in advance. Some of the most perplexing problems that confront insurance advertising managers were solved or approaches in that direction were made by this interchange of ideas.

The next meeting of the Insurance Advertising Conference will be held at Houston during the convention of the Associated Advertising Clubs of the World.

### New Toledo Advertising Business

Sterling Beeson, formerly vice-president of Myers-Beeson-Golden, Inc., Toledo, Ohio, advertising agency, has organized an advertising business under the name of Sterling Beeson, Inc., at that city. Sterling Beeson is president of the new company. Frank A. Kapp and John O. Munn are vice-presidents and H. R. Sturgeon is secretary-treasurer.

*Greater Kansas City*  
**Flour Milling Industry**  
**Gains 133% since 1918**

The actual daily capacity of flour mills in greater Kansas City at the present time is 25,250 barrels, the increase brought about by new mills amounting to 14,450 barrels, a 133% growth since 1918.

**Kansas City**

- largest primary winter wheat market
- third largest grain market
- third largest flour milling center
- third largest future grain market
- fifth in elevator capacity

*Keeping Step With  
Kansas City—*

**The Journal-Post**

- Second lowest milline rate, morning or evening in U. S., on a 2500-line space contract.
- Lowest Sunday milline rate in the immediate Kansas City territory, on a 2500-line space contract.
- 14th in Circulation in U. S., mornings.
- 15th in Circulation in U. S., evenings.

**Merchandising Cooperation**

**KANSAS CITY JOURNAL-POST**

*Morning*

*Evening*

*Sunday*

**VERREE & CONKLIN**

*New York, Chicago, Detroit, San Francisco*

# *An* Advertising Survey *of*

**P**ROSPERITY is back with the farmer. This has been his best year since 1920. In fact, so substantial has been the advance in agricultural values during the past six months that increased interest in this market of thirty million people seems justified.

Advertisers planning campaigns in the farm field will find helpful material, conveniently presented, in our memorandum on the subject.

*Some topics treated are:*

1. Distribution of farm population. Quantitative and qualitative comparisons.
2. Data on crops and income.
3. Educational influences which are improving agriculture and bettering farm living conditions.
4. Accessibility of farm people. What and where they buy. Dealer facts.
5. Four guides to apportioning farm advertising appropriations.
6. Studies of farm papers, newspapers and general magazines—their relative value in advertising to the farmer.

It will be a pleasure to send any advertiser a copy of the complete memorandum—"An Advertising Survey of the Farm Market."

**T**HIS advertisement is one of a series dealing with important questions which face the advertiser. The next message will be "Art with an Advertising Accent."

*The* **BLACKMAN** *Company*  
ADVERTISING

MAGAZINE

NEWSPAPER

OUTDOOR

STREET CAR

# of the Farm Market

## Advertisers with whom we work:

Walter M. Lowney Co.  
*Lowney's Chocolates*

Vacuum Oil Company  
*Gargoyle Mobiloil*  
*Gargoyle Lubricating Oils*  
*for Plant Machinery*  
*Gargoyle Marine Oils*

The National City Co.  
*Investment Securities*

North American Dye Corp.  
*Sunset Dyes*

Procter & Gamble  
*Crisco*  
*Ivory Soap*  
*Ivory Soap Flakes*  
*Chips*  
*P & G—The White*  
*Naphtha Soap*

Lehigh Portland Cement Co.

The Packer Mfg. Co., Inc.  
*Packer's Tar Soap*  
*Packer's Liquid Shampoo*  
*Packer's Charm*

Sherwin-Williams Co.  
*Sherwin-Williams Paints,*  
*Varnishes, Stains, Enamels,*  
*Insecticides*

Seaboard National Bank

Alfred H. Smith Co.  
*Djer-Kiss Perfume, Talc,*  
*Face Powder, Compacts*  
*and Toiletries*

The Wilson Fastener Co.  
*Wilsonaps*  
*Wilsonap Lingerie Clips*



120 West  
 42<sup>ND</sup> St  
 NEW YORK

THE BLACKMAN COMPANY  
 120 West 42nd Street, New York

Please send me your memorandum  
 "An Advertising Survey of the Farm Market."

Name .....

Title .....

Company .....

Address .....

Product Made .....

National Advertisers  
secure maximum reader-  
interest, jobber and dealer  
cooperation through the  
Standard Farm Paper  
four color and black  
and white unit.

The Farmer, St. Paul, is  
a member of this great  
national medium.



*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
1109 Transportation Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
95 Madison Ave.,  
New York

# Running the Rapids of Popularity

Why Consumer Demand Isn't All It's Cracked Up to Be

By Bruce Kay Harmon

A CONSUMER goes into a grocery store and asks for a jar of peanut butter. The clerk hands her a well-known brand, which she looks at critically and accepts without comments. She recognizes its quality and knows it is good.

That's consumer acceptance.

Another consumer walks into a store and demands a box of Sweet Tooth candy. She won't purchase any other brand.

That's consumer demand.

Which is the most valuable to the manufacturer—consumer demand or consumer acceptance? The first thought is "Consumer demand, of course."

Which is true—if all other factors are equal.

Five consumers can constitute consumer demand or 500,000 or 5,000,000. In the latter case the manufacturer would be happy—he would have a substantial consumer demand and his sales would be worth while.

But usually the consumers who really demand a certain product are numbered by the thousands, while the consumers who merely accept it are numbered by the tens of thousands.

Therefore, I take the stand that consumer acceptance for a product is more valuable for a manufacturer than consumer demand. I maintain this even though all of us are constantly striving to secure consumer demand.

I will go further.

When there is *merely* consumer acceptance for a product the consumer's interest is but lukewarm.

I consider this a very healthy business condition. For, if the consumer develops no positive liking for a product she will rarely grow tired of it. She will continue to accept it as often as the retail clerk hands it to her.

On the other hand, if the consumer develops a positive liking for a product, that item is in

a dangerous psychological position. Nothing is so fickle as public opinion. One day a politician, or baseball player is the most popular individual in the universe; next day the politician makes an unwise statement or the baseball hero strikes out with three on and a new hero walks into the limelight.

So it goes with merchandise. The consumer may, some day, receive a package of her popular product that is a little aged, a little off-color, or her own nerves may be on edge. Conditions are not happy in general—bang!—she vents her rage on the most convenient object at hand. Her popular product is a favorite no longer. She passes on the word to her friends and goes in search of a new hero. Repeat the process a few times and you have consumer demand no longer.

## DANGERS IN BEING POPULAR HERO

I maintain that consumer demand is dangerous. If you want to be in business ten years from now, develop good-will and consumer acceptance. Don't attempt to become popular. It is a state of mind that is entirely too fickle.

Be satisfied with a slow and steady growth in your business. Advertise consistently and persistently. Don't attempt a big splash. Don't try for sudden popularity with the anticipation that you can settle back in your chair and reap the profits for the rest of your lifetime. If you attempt to run the rapids of popularity your boat will strike a rock sooner or later. Probably sooner.

Remember the watch that made the dollar famous? One of the causes of its disappearance was that the watch and the dollar became too popular—too much consumer demand. The public became "set" on the fact that the watch could be purchased for a dollar. They wouldn't recognize the conditions that made the increase in

price necessary—reason is not associated with popularity. The outcome is a left-handed compliment to advertising although the illustration is often ignorantly used as a slam at advertising. This is a case where a pupil developed so rapidly that he became the master of his teacher.

Build your business slowly but surely.

How fortunate it is that all advertising campaigns are *not* great successes. A manufacturer may have a successful business for years on a well-advertised, high quality product. His business and success may not be sensational but, on the other hand, he may be enjoying a very healthy income. This situation invites envy. Others see an opportunity to secure some of this business and become wealthy overnight. They raise a substantial sum of money, an organization and a product. They contract for a three or six months' advertising campaign and go out to clean up the market. They aim to capture in three months what the original manufacturer has spent a score of years of patient plodding to develop.

These big, flashy advertising campaigns are doomed to failure. They deserve it. If someone can capture a market in three months, then someone with a larger advertising appropriation can come along and in another three months, take the same market away from him. And the process could be repeated indefinitely.

Nothing would be staple, nothing would be sure. Employment would be spasmodic and business would be continually in an uproar. Let us be thankful that we are not popular. Popularity is next to vile selfishness. Let us strive to make the best products possible, to advertise them in the best possible way, merchandise them on safe, sane, conservative policies and thus build for business a future of which we all will be proud—a business that will have consumer goodwill, consumer acceptance, but not necessarily consumer popularity and consumer demand.

You can count on the fingers

of one hand the products that have a so-called consumer demand. And it is my opinion that many of them fail to represent a real stable business. Look over the field yourself.

And the manufacturers of these products have the same feeling. Else, why would they, year after year, with consumer demand established, continually stimulate demand with millions of dollars' worth of advertising? They realize that if they once stopped advertising, their consumer demand would vanish. They know that consumer demand is so fickle they cannot trust it overnight.

So they continue to advertise. Their only hope for the perpetuity of their business is advertising. A wonderful compliment to advertising and its powerful influence on trade.

Running the rapids of popularity is a dangerous and expensive indulgence. Consumer demand isn't all it is cracked up to be. Consumer acceptance may not seem such a brilliant achievement, but it is a vastly more durable asset.

### General Motors Sales

The General Motors Corporation reports sales by dealers of 49,188 cars and trucks to consumers during September. This compares with 60,111 in the same month last year, and 54,871 in August, 1924.

Delivery to ultimate users during the first nine months of the current year were 543,924 cars and trucks, as compared with 588,137 in the corresponding period of last year, a decrease of 7.52 per cent. The figures include Buick, Cadillac, Oakland, Oldsmobile, and Chevrolet passenger and commercial cars and GMC trucks sold in the United States, Canada, and overseas.

### Auto School Appoints Agency

The Hanson Auto and Tractor Schools, Fargo, N. D., have appointed the Kraff Advertising Agency, Minneapolis, to direct their advertising account. Farm papers, newspapers and direct mail will be used.

The Northwestern Mutual Fire Insurance Company, Fargo, also has placed its account with the Kraff agency.

### With Arnold Joerns Company

John C. Fehlandt, formerly with The George L. Dyer Company, Inc., has joined the copy department of the Arnold Joerns Company, Inc., Chicago, advertising agency.

# GO AFTER IT IF YOU WANT MORE BUSINESS

How?

With a proposition? Certainly.

But not a price proposition! Rather one that will have a wide appeal, a big market and the fewest obstacles.

The consumer should be able to make a quick, easy, convincing test.

The trade must "see at a glance" faster turnover, increasing profits, little effort and "no trouble."

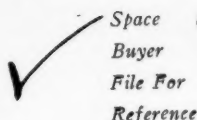
The proposition should be thought out so clearly and worked out so carefully that it will not arouse hostility or attack from any important quarter, nor draw the fire of vicious competition.

You will get some practical ideas, based on long experience, if you consult

*M.P. Gould Company*

*Advertising Agency. Estbd. 1896*

**For Appointment, Phone Madison Square 9070**



# There's Real Prosperity in Joplin, Missouri

FROM THE MONTHLY REVIEW,  
FEDERAL RESERVE BANK, KANSAS CITY  
—October 1

"The month of August showed record-breaking shipments of Zinc Ores from the Tri-State (Joplin) district, which includes Missouri, Kansas and Oklahoma. Comparisons are as follows:

	TONS	AVG. PRICE	VALUE
August, 1924.....	73,726	\$42.19	\$3,111,226
July, 1924.....	46,348	39.31	1,821,939
August, 1923.....	43,067	38.34	1,651,572

"The lead ore market advanced from \$85 per ton at the end of July to \$110 per ton at the end of August. . . . Comparisons as follows:

	TONS	AVG. PRICE	VALUE
August, 1924.....	9,458	\$102.73	\$971,694
July, 1924.....	5,125	81.48	417,585
August, 1923.....	4,078	78.76	321,233

"It would appear that Missouri lead and Zinc camps will be more active during the next three months than for a period of many months."

—And Joplin is the trading center!

## THE JOPLIN GLOBE AND NEWS-HERALD

(A. B. C. Members)

**E. Katz Special Advertising Agency**

New York   Chicago   Atlanta   Kansas City   San Francisco

# Salesmen's Wasted Time That Adds to Cost of Distribution

Imagination Applied to the Problem of Wasted Moments Can Help Reduce Selling Costs

By Roy Dickinson

THERE is probably less waste in production today than ever before. Processes have been well standardized, but in the long path from producers to final users there are still many wastes—and in them time is an important element.

Goods are priced in accordance with cost of manufacture and distribution. Waste of time must be paid for by someone and the customer helps pay the bill. Products would cost less if men on both sides who now waste time could get together and by directing their imagination toward the waste of time cut down on some of it. When a salesman is kept waiting twenty unnecessary minutes the final buyer has to pay for them. The salesman who takes up two hours of a buyer's time when he could get over his message just as well in thirty minutes; the buyer who says a wobbly "no" and by not knowing how to end an interview out of which he is getting little, allows a long time to elapse; the sales manager who does not direct his men's imagination to methods by which they could make their waste minutes count for something in the selling plans of the company—these men and many others waste time which could be used for something. The time now wasted which could be put to some sort of productive effort either in selling in the presence of the prospect, or in equally valuable preparatory and idea work, is a serious matter.

The Carnegie Institute of Technology has discovered that the sales force of one company spends 224,000 hours each year sitting or standing around waiting in retail stores to present its line of goods. These same salesmen spend 376,000 hours each year in reaching dealers walking or riding

between stores. The two items, waiting for the prospect and getting to his place of business, account for 1,070 hours of each salesman's year, or 45 per cent of his working time. Here is a problem that is worthy of every sales executive's serious attention.

If 55 per cent of the salesman's time in one big company is now being spent in unproductive work, it is worth investigation in every company to see what the situation is in its own business. It is worth a great deal of time and effort to see if some of the more common abuses which lead to waste of time cannot be overcome when attention is called to them.

The number of unproductive hours spent by salesmen in getting to the place where their prospects do business can often be lessened by more careful routing. The salesman who will plan his city calls carefully so that he can see the largest number of possible prospects in a given territory, the salesman who, together with his sales manager, will route his out-of-town trips with efficiency in mind, who will use note-books to jot down ideas while he is traveling, who will use the long distance telephone to follow up his missed calls and his head for thinking between trains, will turn part of the time now wasted into time which cuts down selling costs instead of adding to them.

There are many obvious methods in which time now spent in waiting can be saved. A two-sided obligation is discovered in this situation. One concern in the Middle West has a sign in its outside office which says, "Time waste is production waste. Time has become the most expensive element in the industrial fabric. We want to co-operate with every man who comes into this office so

that his time may be conserved. We will do all we can to make it possible for you to see the person you wish to see at once. If he is busy you will be given an opportunity of making an engagement with him later. Or perhaps another person who can handle the matter will see you. It will be our endeavor to keep your waiting time within five minutes. Let us do what we can to cut time waste to the minimum." While it has taken some time to comply with all the promises made in the statement which hangs in the outside office, the president of the company says that they have been amply rewarded. Frequently a communication is received from a customer or salesman which thanks the firm for its courtesy. In more than three years the company had but one or two unpleasant experiences by men who tried to take advantage of the courteous and time-saving sign.

The two or three salesmen who had to be shown the way out of the office in this particular organization are examples of time wasting on the other side. No buyer refuses to listen to a man who has ideas to sell as well as merchandise. But the man who takes up two hours in continuous argument is wasting his own time and his buyer's unless he is presenting a definite plan for which he has made a previous appointment.

This is the difference I have discovered in asking several men who buy, what their experiences have been with salesmen who take a lot of time. I have been told that they will give all the time necessary to hear the complete story of a salesman who has previously taken the trouble to make an appointment and map out either by letter or previous call something of what he wishes to present. Such salesmen have been able to show the prospective buyer that time will be saved if he will give them a good bit of their time at one sitting and thus save several calls and the waiting for them.

The president of an organization which makes it a point to see salesmen as promptly as possible

told about the other type of salesman, the man who does not know when he has been given a sufficient amount of time and attention and that it is up to him to withdraw. "We have rather clear-cut ideas," this man said, "of what we want and are usually able to show the salesman that we have definite reasons for our ideas. If we completely cover the subject and the salesman knows it and is keen enough to conceive that further attempts at selling will not avail him, he withdraws discreetly with the feeling that he has been treated courteously and that further argumentative attempts at that time will accomplish nothing.

#### STRONG-ARM SELLING

"One of the troubles that many of the salesmen give is that some of them are too prone to attempt to push their argument to an extreme. There are some men who cannot be sold offhand because they prefer to go carefully into the matter which the salesman has brought up. They want to investigate all things pertaining to the products they buy. They often make up their minds before the salesman calls. Sometimes he gives them a further idea which they wish to follow through with investigation and checking up. When such men state decidedly that they cannot at that time take what the salesman has to offer and give him perfectly good reasons, then the wrong type of salesman carries too long in trying to force a sale. He would leave a much finer impression on us and we would buy more in the course of a year if he were to withdraw immediately and work more upon our problems and the relation of his goods to our problems before he makes his next call."

Some salesmen do tarry too long. Sometimes the wobbly "no" given by the prospective buyer makes them overstay what would ordinarily be their time limit. The man who made the statement quoted above said that his buyers had definite ideas about what they wanted and had good reasons for their ideas. This type of buyer the salesman has to help buy in-

# The Neck of the Bottle

## The Hardware Merchant—No. 4.



**In merchandising,  
the only real sales  
are those over the  
counter to the con-  
sumer**

**If the retail sales-  
man fails to function  
the whole flow of  
merchandise  
stops**

The store of the retail hardware merchant is the neck of the hardware merchandising bottle. Through it must flow the goods made by the hardware manufacturers and serviced by the hardware jobber. Inefficiency on the part of the hardware retailer will often nullify the work of those who go before him in the merchandising chain. Active, intelligent cooperation on his part will insure success not only for himself, but for the jobber and the manufacturer as well.

The hardware retailer has a man-sized job requiring knowledge, vision and hard work. He must stock the merchandise that his community can use to advantage. He must display and advertise his lines. He must give service to his customers. He must operate a proper accounting system and keep down his overhead.

For these reasons much of the actual selling is of necessity delegated to the retailers' salesmen, the men in the "neck of the bottle." The ultimate prosperity of hardware manufacturer, jobber and retailer depends on their efficiency. Hardware manufacturers who recognize this and work with these retail hardware clerks are helping to keep open the neck of their distribution bottle.

## HARDWARE AGE

239 West 39<sup>th</sup> Street

New York City

**MEMBER A.B.C. and A.B.P.**

*Hardware Age reaches every link in the hardware merchandising chain.*

## It Must Be Deserved—

Since January 1st, 1924, The Household Journal has carried 7½ pages of advertising for Montgomery Ward and Co., and 5 pages for Sears Roebuck and Co.

This large volume of advertising in so short a period, from these two mail order "peers," is an undisputable recognition of the real value of The Household Journal as a mail order advertising medium.

# 700,000

## MAIL SUBSCRIBERS

The Household Journal is a thirty-year-old publication circulating in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska.

**\$2.60** an agate line

**\$1450.00** a page  
(680 Lines)

*Forms close promptly 5th  
of preceding month.*

## *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*  
Batavia, Illinois

Chicago Office  
Rhodes & Leisenring, Managers  
2003 Harris Trust Bldg.  
Central 0937

New York Office  
A. H. Greener, Manager  
116 W. 39th St.  
Room 634

stead of trying to force sales upon him.

The fact remains that many purchasing agents and others do keep good salesmen sitting for half hours at a time in their ante-rooms. The purchasing agent who told a fellow motorist on the road that he was burning too rich a mixture and that he hated to see perfectly good gasoline go to waste, is the same man who is said to keep a dozen salesmen waiting for hours at a time in the hall outside. He can see the waste in a tangible substance like gasoline, but cannot see the economic waste in the valuable element of time. He cannot understand that he, the buyer, pays for the time that he wastes just as surely as he pays for everything else that affects the cost of the product. While it is impossible for buyers of merchandise to drop everything when a salesman appears, courtesy does dictate that the buyer shall state as promptly as possible to the salesman when he can see him.

The sales manager can often give salesmen who have to wait and who have to spend a certain amount of time on their way to and from calls, some sort of an idea which will lead their thoughts along constructive channels.

In the organization of one manufacturer a research department was started by the sales manager without the trouble and expense usual when a large research department is organized. He turned his salesmen's waste time into what amounted to a simple research department by a series of between-time sheets. A series of questions was printed on tinted stock which in turn was put on pocket-size pads. The questions had ample space below for the salesmen to write. One series had to do with competition. Such questions were asked as the following:

Whom do you consider our most formidable competitors?

Why are they strong in your territory?

Are they getting out any new lines or changes in old lines at the present time, and have you heard rumors of novelties to come or changes in policy?

In what towns did you find competition keenest?

Where do our competitors seem to get the best of us as you see it?

Do you often meet with criticism of our goods, our services, our deliveries or other matters of company policy?

Of what particular character is this criticism?

These blanks accomplished two purposes. They kept the salesman from complaining to other men on the force or around the home office. Instead of this, while he was waiting for the purchasing agent to see him or while he was at the station between trains, he had the opportunity of taking the pad out of his pocket and writing out reports in answer to the live and interesting questions. A great deal of good came from these answers to specific questions. In addition to giving the salesman a place where he could make a constructive kick, the home office gained a good idea of competitive conditions in all parts of the country. The office was able to use these reports to advantage. The facts in them were cut out, assembled, edited and digested by all departments interested. Information secured from a series of somewhat similar questions which had to do with conditions other than competition, has been used in an interesting house-organ which is issued monthly to the whole force.

A manufacturing company employing many salesmen wanted to bring its outworn sales manual up to date and give it more practical and timely value. The sales force was busy and the idea of taking time in the office to hold conferences, or to ask for long letters containing suggestions from the sales force was not practicable at the time.

The sales manager had numbered cards made, containing blanks with plenty of room to enter the most usual sales objections encountered by the men on the road. It was suggested that after each call, while the salesman was on his way to see the next prospect or while he was waiting outside the office door of the next man, he jot down in the space provided the objection he had last encountered. Thus, with-

out taking away from the salesman's productive time the company obtained a mass of actual sales objections. When properly edited they became the twenty-four most persistent sales objections. By offering prizes for the best answers to any one of these that the salesman chose to answer—again suggested for the salesman's otherwise wasted time—the company brought its sales manual up to date, encouraged initiative, originality and self-expression on the part of its sales force, all without taking away any of the salesman's valuable selling time.

#### WHAT SAUNDERS NORVELL DID WITH HIS SPARE TIME

There is another phase of the waste-time problem which has not been touched on here. Yet every time the newspapers contain the story of the election of a new president in a great industrial corporation it is suggested. Saunders Norvell, chairman of the board of McKesson & Robbins told his version of this story recently to a big group of publishers.

Mr. Norvell never received much of a highbrow education. He went to work when he was still a kid and graduated into the sales department of the Simmons Hardware Company when he was a very young man. He soon realized that he lacked certain selling qualifications. He wanted to gain personality and poise and ideas by which he could interest and attract men, so that they would listen to his story. He discovered that prices, delivery dates, and technical details about his product didn't get him the hearing and attention he wanted. He had to get the power to impress men quickly. Someone told him to read good books. He secured some of the best works of the philosophers and playwrights and biographies of ancient times, in a size that would fit his side coat pocket. Then, on his way to the prospect's office and while waiting for him, he turned his wasted time into golden moments spent in the presence of the best thinkers of the past. Instead of gossiping

with messenger boys and blonde office employees while he waited, this salesman talked with philosophers, kings and poets by means of their written words carried with him always.

He read Socrates, analyzed the argumentative methods of this ancient philosopher which were based on algebraic formulas, then used an adaptation to sell hardware to hard-boiled hardware dealers. He learned clearness of speech and writing from Herbert Spencer, human nature from Shakespeare, philosophy from Epictetus. Sitting there with the young salesman on the bench outside the office door were minds who were giving him the boiled-down essence of all the great thoughts they had sweat to put down. The coming sales manager realized that as he thought he traveled, that as he knew the ideas of others he attracted attention and secured his hearer's interest. He knew that he had arrived where he was by his thoughts, that he would be tomorrow where his thoughts and his personality would take him. He made the little book in his coat pocket take him far, and he turned the moments other men wasted into a between-times education which was as practical to build personal success as it was unusual in that it is done by so few other men.

A concern which offered prizes to its salesmen for form letters which might be sent to the trade found that competition became keen, the salesmen entered upon the idea wholeheartedly, and much time which might otherwise have been spent in unproductive waiting was taken by the men thinking about the concern they worked for in terms of its relation to the whole retail trade.

The good salesman does not like to loaf and spend his time unproductively any more than his big chief likes to see him wasting it. In order to keep busy most of the time, even the best salesmen need to be fed with ideas periodically. The sales manager who is able to supply the ideas will find at least some of his men ready and willing to use them.



## The Fairest Flower From Our Bouquet

“*Most of the books on Typography make me yawn like the Grand Canyon of Arizona. They're as interesting as a bashful stutler trying to tell a funny story he has forgotten.*

¶*With 'Type Faces' I spent an evening that sped 'on the wings of the morning,' for it has the same thing that adds melody to the violin and utility to the tennis racquet—guts. To ask only \$6 for a book of such substance and eminence calls for self-congratulation from the reader as well as a keeper for the publisher.*”

FREDERIC NELSON PHILLIPS, INC.

*Typographers Who Prove It With Proofs*

314 East Twenty-third Street

New York City

# SUCCESSFUL



## Constantly Increasing Their Space

Advertisers keep increasing their space in Successful Farming because it pays.

Twenty years ago the average amount of space used yearly per advertiser in Successful Farming was 114 lines. Now it is nearly 400 lines.

The last ten years have shown a most remarkable increase. The number of full page advertisements in Successful Farming has increased 345%; the full two-thirds pages 2000% and the full single columns 444%. The reason for all this increase is almost entirely, of course, because advertising in Successful Farming pays.

Whether you start with large or small copy, Successful Farming's leadership in reader-interest and the confidence subscribers have in what appears in Successful Farming's columns makes your advertising pay.

*There's a Difference in Farm Papers*

# THE MEREDITH P

E. T. MEREDITH, Publisher, I

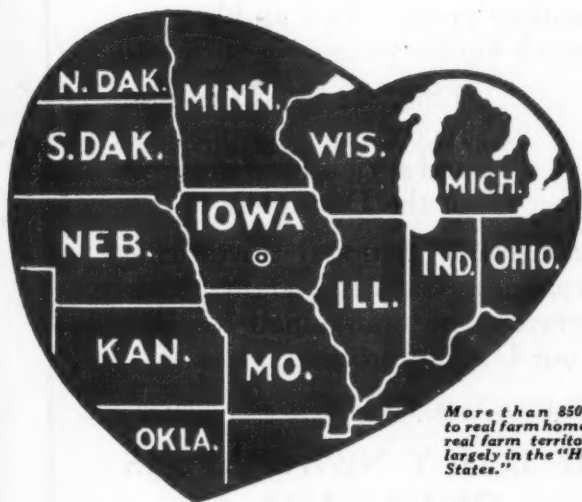
SUCCESSFUL FARMING

BETTER HOME AND

Chicago Office:	New York Office:	St. Louis Office:	Kansas City Office: MI
J. C. BILLINGSLEA	A. H. BILLINGSLEA	A. D. MCKINNEY	O. G. DAVIES
123 W. Madison St.	342 Madison Ave.	Syndicate Trust Bldg.	Land Bank Bldg.

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read.  
been  
sentat  
chart  
reque

# UL FARMING



*More than 850,000  
to real farm homes in  
real farm territory  
largely in the "Heart  
States."*

Over 55,000 farmers have told our Bureau of Market Analysis what they eat and read. This information has not been published, but a representative will present it in chart form at conferences on request.

Ask us for definite data regarding your opportunities in the farm field. Our Bureau of Market Analysis will reply directly and individually. Write the advertising department for booklet, "Color in the Farm Field."

## TH PUBLICATIONS

H, Publisher, Des Moines, Iowa

HOME AND GARDENS

THE DAIRY FARMER

as City Office: Minneapolis Office:

G. DAVIES R. R. RING

Bank Bldg. Palace Bldg.

Western Office:

C. W. WRIGHT

Sharon Bldg., San Francisco

F. O. BOHEN

Advertising Director

The Meredith Publications

## *In Canada its newspapers for—*

Exports increase - - 77 million

Imports decrease - - 77 “

Abundant crops—East and West—  
at much higher prices—

This, briefly, is the most recent report of financial and agricultural progress of the Dominion.

A consistent national advertising campaign in Canadian Daily Newspapers can be maintained for 10% of your U. S. appropriation.

*Ask your agency for facts and figures*

## THE DAILY NEWSPAPERS OF CANADA

*Write these papers—ask your agency*

### *The Maritime Market*

	Population	Newspaper
Hallifax .....	75,000	Herald & Mail
Hallifax .....	75,000	Chronicle & Echo

### *Quebec Market*

	Population	Newspaper
Quebec .....	117,500	Le Soleil (French)
Quebec .....	117,500	Chronicle
Montreal ....	339,000	Gazette
Sherbrooke ...	23,515	La Tribune (French)

### *Pacific Market*

	Population	Newspaper
Victoria ....	60,000	Colonist

### *Ontario Market*

	Population	Newspaper
London .....	70,000	Free Press
London .....	70,000	Advertiser
Hamilton .....	114,151	Spectator
Peterboro .....	25,000	Examiner
Kitchener .....	29,600	Record
Kingston .....	25,000	Whig

### *Prairie Market*

	Population	Newspaper
Winnipeg ....	280,000	Free Press
Winnipeg ....	280,000	Tribune
Edmonton ...	70,000	Journal
Calgary .....	75,000	Herald
Regina .....	35,000	Leader & Post
Saskatoon ...	31,364	Phoenix & Star
Moose Jaw ...	20,000	Times & Herald

## *National or Sectional Coverage*

# Advertising Leads the Way in Spelling Reform

Advancement Is Slow, But Trade Names That Are Spelled as They Are Pronounced Are Preparing Public to Accept Further Reforms

By Richard Surrey

WHETHER 'tis nobler in advertising to suffer the quirks and anomalies of outrageous spelling, or to take arms against a sea of puzzles, and by opposing end them?

That is the question which many advertising men have put to themselves as an aftermath of the discussion in *PRINTERS' INK* as to the correct or most suitable spelling of the words "linage" and "buses."

Do advertisers want to take on the job of changing the spelling habits of the nation?

It is a long job.

Eminent scholars and lexicographers have been at it since Shakespeare's day. Sir Thomas Smith, Secretary of State to good Queen Bess, was probably the first to attempt to introduce into English a regular system of orthography. And goodness knows, it was needed badly enough in those times. Shakespeare's name, they say, was spelled in more than thirty different ways. And even that was not a record. From documents in the possession of the Mainwaring family it has been shown that the spelling of this surname has undergone 131 variations.

Sir Thomas Smith, William Bullaker, Dr. Gill, Charles Butler, Bishop Wilkins, and many others, were all equally unsuccessful in their attempts to bring order out of chaos. And even when the movement toward simplified spelling had the support of such influential men as Dr. Johnson and Dr. Webster, or more popular figures such as Theodore Roosevelt, the results have been comparatively meagre, as any school-boy will testify who has lately struggled with the bizarre idiosyncrasies of English orthography.

It is a long job.

To end it means to "take arms" not only against the out-and-out resistance of the conservative element in literary and educational circles, but also against the tremendous inertia of the general public.

Is it logical that advertisers should take up the cudgels in a cause that since Shakespeare's time has never been the rallying ground for more than a forlorn hope?

I think it is.

If there is any particular class that more than any other should be interested in making English words easy to read, easy to spell, easy to pronounce, and easy to remember, that class consists of advertisers. Advertising has already established itself as a means of quickly introducing, fixing and standardizing innovations of language, and in this respect has largely superseded the influence of the lexicographers. Not only new words, but words hitherto unmentionable in public, have been introduced into the everyday, conversational vocabulary of the average American, by constant repetition in the publicity of intrepid advertisers. It is necessary to glance only at the campaigns conducted for such products as Nujol, Odorono and Kotex, to realize the extent to which advertising is forming habits of plain speaking about matters that only a few years ago were taboo.

Advertisers, then, lack neither the courage nor the opportunity to tackle the allied problem of simplified spelling. But before anything will be done about it, there must be created a strong body of opinion favorable to a logical and comprehensive system of spelling reform. This body of opinion—to say nothing of a com-

prehensive system, yet to be invented—will not be formed until advertisers have seen conclusively answered the three principal questions which the matter of spelling reform arouses in their minds:

Is it desirable?

Is it practicable?

Is it the advertiser's place to pioneer?

Volumes of evidence as to the desirability of spelling reform have been and still could be compiled. Within the scope of this article it is possible only to mention a few outstanding facts.

There are two principal tasks involved in the straightening out of the English tongue. One arises from the fact that each sound in our speech is represented in our language by too many different signs (letters or combinations of letters). The other arises from the fact that each sign in our language is represented in our speech by too many different sounds. Both going and coming, as it were, the English language is all wrong.

Take the vowels, for instance. Counting the letter y, there are six. These six vowels are used to indicate forty-seven different and distinct phonetic sounds, as follows:

a—sounded in eight different ways  
e—eight  
i—seven  
o—twelve  
u—nine  
y—three

And consonants are just as bad. Twenty of them yield 117 sound-forms.

Add to this the combinations of both vowels and consonants, like ea or oi, sc or ch, and it will be seen that the variations between sounds and signs run into thousands.

And that isn't just a wild guess. Take the word "scissors," for example, and begin spelling it with all the letters or combinations of letters that are used in other English words to represent the same sounds. At the start your list would look something like this—

scissors  
sissors  
sissers  
cissors  
cissers

cizzors  
cizzers

But why go on? Orthographers will tell you that this word "scissors" alone can be spelled in 6,000 different ways.

And how does all this affect the advertiser?

In the first place, it cuts off from the average advertiser millions of prospects of foreign extraction who prefer to talk and read in their own language, rather than tackle the weird hodge-podge of irregularities spoken and written in the land of their adoption.

In the second place, it slows up the reading of advertisements (or any other written or printed matter) even among people who are thoroughly familiar with its intricacies. If every sound were indicated by one sign only, and if every sign were represented in speech by one sound only, reading would be greatly speeded up. The correspondence between sign and sound would telegraph itself automatically and instantly to the brain.

Moreover, the eye would not have to take in so much. Under a reformed system of spelling, the word "scissors" would doubtless consist of not more than five letters, instead of eight, which the attention of the reader must at present absorb.

And, in the third place, words would not take up so much room. If you were to cut down the word "scissors" from eight to five letters, and thousands of other words, proportionately, it would be possible to get many more words in a given space, or, better still, you would be able to set the same number of words in larger type, thus making a gain in readability.

But, let us take the need of spelling reform as admitted, and pass to the second question:

*Is it practicable?*

The answer is, of course, that nothing is impossible for men who have made up their minds.

Where there's a will, there's a way.

And plenty of ways immediately present themselves.

(1) Support might be given by

# 16 MILLION POTENTIAL BUYERS *of your product* —

that's essentially what our lists of Automobile, Truck and Motorcycle owners mean to you in your Direct Mail efforts — provided yours is a product in universal demand. It is very generally conceded that owners of automotive equipment are the best buying class, and that they have buying power. During the Christmas buying season, such lists are most desirable. Our new Catalogue is ready. It is yours for the asking.



**The Reuben H. Donnelley Corporation**  
NEVADA, IOWA

*Specializing on Automobile Owner  
lists and Automotive  
Statistics*

#### NOTE:

Please write the Reuben H. Donnelley Corporation, Nevada, Iowa, for a FREE copy of their latest Catalogue of Automobile, Truck and Motorcycle owners.

*Just tear off and hand  
to your Secretary as a  
reminder to write* —

*The January Show and  
Reference Number of*  
**MoToR**  
*sells for \$1.25 a copy!*

Which guarantees an intensity of reader interest...and responsiveness...unknown to any other automobile publication.



*Forms Close December 10th*



**MoToR**

*"The Automotive Business Paper"*

EARLE H. McHUGH • Business Manager

119 West Fortieth Street • New York

Hearst Building • Chicago :: Kresge Building • Detroit

Little Building • Boston

associations of manufacturers, advertising men and others to the suggestion of Dr. Robert Donald that an "Institute of English," with headquarters at Washington and London, should be established with a view to purging the language of undesirable words, admitting new words cautiously, and attempting to bring about a standard of pronunciation. The French have an institute which performs this function for the French language, but in English-speaking countries the task has been left to the compilers of dictionaries, with the results that now confront us.

(2) Manufacturers and advertising men might co-operate with the government in the formation of a Bureau of Standardization of Language, similar in its purposes and functions to those movements toward simplification and standardization in industry which have been responsible for the reduction in the sizes of tires, iron pipe, etc.

(3) An Institute of Simplified Spelling might be organized as an adjunct of associational activities among manufacturers or advertising men, which would depend upon propaganda and the proselytising of individual advertisers, rather than upon governmental or "cultural" authority and influence.

These three plans involve the drawing up of a comprehensive system of spelling standards which, in order not to shock the public eye with the unfamiliar appearance of too many words at once, might advance their reforms gradually, step by step. The dropping of the *u* from words like honor, and the change from *re* to *er* in words like meter, are examples of reforms that have gradually, and without any special propaganda or influence, entered into modern orthography. (It is not generally known, by the way, that both of these changes, far from being innovations, mark a return to the older spelling.)

Other and less imposing plans might be suggested which do not involve the elaboration of a complete orthographic system; but

since any plan based on sporadic and unscholarly interference with accepted usage is likely only to complicate further the maze of our word-formations, they are scarcely worth considering.

It is probable, however, that if spelling reform ever is given impetus through advertising it will come about in a manner that involves no plan at all. Advertisers are liable to look upon the proposals suggested here as being outside of their province. They are likely to regard collective action as something which may be left to writers, lexicographers, educationalists, universities and governmental bureaus to "worry about." Which brings us to our third question:

*Is it the advertiser's place to pioneer?*

The answer is that the advertiser is already pioneering, *individually*. In the province of trade names he is striking out in the right direction, but not through any allegiance to the idea that the English language should be remodelled. He is motivated by the desire to concoct a trade name that will identify his product without fear of infringement. And hence there are coming into the language such proper names as Kleervue, Asfaltslate, Locktite, Tructractor, Creo-Dipt, Brownbilt, etc., all of which are serving to get the public's eye accustomed to unfamiliar word-forms.

From the use of such terms as "Kleer" and "dipt" and "bilt" in the trade name, it is only a step to their use in the body matter of advertisements. In a piece of copy for any product that uses "dipt" as a part of its trade-mark the tendency will be to write "dipt" instead of "dipped" whenever the word is used in the body of the advertisement. Thus, in certain advertisements, the public will become used to seeing "clear" spelled "kleer," and in others "built" abbreviated to "bilt." They will become *used* to simplified spelling. And usage, as everybody knows, is the only infallible moulder of a nation's speech.

Thus the way will be made

smooth for the introduction of comprehensive and concerted reform on the part of some authoritative body. And the impulse to reform will gain impetus by the still further dislocation of the language through the influx of these artificial, individual and arbitrary additions to it.

The world moves; but very slowly. We go forward; but not deliberately. The spectacle of progress consists of a great mass of millions of people *walking backward* with their eyes fixed on the "good old times," from which they are being led blindly away by the cries and the energy of a few pioneers, who do resolutely turn and *face the way they are going*.

### Has Wolverine Bumper Account

The Wolverine Bumper & Specialty Company, Grand Rapids, Mich., manufacturer of Wolverine bumpers, has placed its advertising account with the White Advertising Agency, of that city. Business papers, newspapers and direct mail will be used, and magazine advertising will be added in 1925. A trade character, Bill Bumper, of Bumper Hill, with his college letter, "W," will be featured in this advertising.

### Gold Dust Corporation Reports Profit

The Gold Dust Corporation, New York, Gold Dust and Fairy Soap, for the year ended August 31, 1924, reports a gross profit of \$1,129,099, and a net profit of \$473,098, after depreciation, interest and other charges.

### Appoints The C. L. Houser Company

The Peekskill, N. Y., *Evening Star*, has appointed The C. L. Houser Company, publishers' representative, as its national advertising representative in both the East and West.

### Automotive Equipment Association to Meet

The ninth annual convention of the Automotive Equipment Association will be held at the Coliseum, Chicago, from November 10 to 15.

### "Country Club," a New Golf Magazine

*Country Club* is the name of a new golf magazine which is being published at Asheville, N. C. George M. Evans is business manager.

### How Many Trade Associations Are There?

There are 800 to 1,000 trade associations of national or interstate character in the United States according to an estimate by the National Industrial Conference Board. A list of commercial and industrial organizations issued by the Department of Commerce shows slightly over 11,000 names. The board has drawn a line between trade associations and other types of voluntary organizations not conducted for profit. Of the 11,000 organizations 1,500 were interstate, national or international; 2,000 were State organizations, and 7,700 local organizations. The board points out that, chambers of commerce, merchants' associations and similar organizations constitute the vast majority of the list, and that many organizations are subsidiary units of larger associations, so that their inclusion in any estimate involves duplication.

### Sudan Advertised as a Winter Resort

An ideal winter climate and big game hunting, these are two outstanding attractions offered to winter vacationists in the British magazine advertising of Sudan by the Sudan Government Railways and Steamers. Current copy carries an illustration of a tribesman with what is very suggestive of bobbed hair. He also is equipped with his native fighting tools. Those contemplating a winter vacation are told that in Sudan towns they will find modern conveniences while being in the midst of all that is characteristic of African native life.

### Join Utility Art Sign & Display Company

George F. Millington and Roland Israel have joined the sales staff of the Utility Art Sign & Display Company, Philadelphia. Mr. Millington has been with the Thos. Cusack Company, at Philadelphia, for the last seven years.

Mr. Israel was formerly with the United States Rubber Company, and more recently was advertising manager of Robt. S. Strauss & Company, investment securities, Chicago.

### New Magazine Started

The Dawson Richardson Publications Ltd., Winnipeg, Man., have just issued the first number of a new magazine called *Musical Life and Arts*. It will be published semi-monthly, under the management of Fred K. Tully. Offices have been opened in Regina and Saskatoon.

### C. G. Purnell Joins "American Fruit Grower"

C. G. Purnell, formerly Western representative for *The Farm Journal*, Philadelphia, has joined the *American Fruit Growers' Magazine*, Chicago, as Western representative.

The character of  
advertising coun-  
sel can never be  
higher than the  
caliber of the men  
who serve you.

**McJunkin**  
**Advertising Company**

*Dominant Idea Advertising*  
*Outdoor • Newspaper • Magazine*  
5 South Wabash Avenue, Chicago

# 1 adult in every 6

IN ONTARIO

## reads The Globe

TORONTO

**W**ITHIN recent months The Globe sent out a questionnaire to 36,200 of its subscribers, of which 10,060 were returned. The cards contained 28 questions, and no inducement was offered subscribers to fill in and return them.

Five of the 28 questions concerned circulation. The first of these asked: "How many members of your household read The Globe regularly?" The compiled answers showed that in 10,060 Globe homes the paper is read by 30,744 adults. This means that 3.07 persons in every home entered by the Globe regularly read this paper.

In order to show that the investigation, if carried into every one of the 90,000 Globe homes, would bring practically the same results, the answers were tabulated haphazard, as they came in through the mail, in groups of thousands. The totals of these thousands are given

below, showing the very slight variation from the average of 3,074 for the entire ten thousand homes:

First thousand . . .	3,010
Second thousand . . .	2,980
Third thousand . . .	3,054
Fourth thousand . . .	3,062
Fifth thousand . . .	3,111
Sixth thousand . . .	3,120
Seventh thousand . . .	3,055
Eighth thousand . . .	3,080
Ninth thousand . . .	3,141
Tenth thousand . . .	3,131

THE greatest variation in any of the groups is only just about 3 per cent. It may safely be assumed, therefore, that a canvass of The Globe's entire circulation would have brought about an almost identical result.

This being the case, it may be confidently stated that there are in Ontario 276,300 adult readers of The Globe, which number, when divided into the 1,686,128 persons in Ontario of 21 years or over, results in the statement made in the heading of this advertisement:

"One Adult in every Six in Ontario reads The Globe."

# The Globe.

TORONTO CANADA

R. K. STOCKS, Advertising Manager

*Branch Offices*

R. BRUCE OWEN, in Montreal, Que. J. P. McBRIDE, in Hamilton, Ontario

*Special Representatives*

F. E. PAYSON, in Vancouver, B. C. T. R. CLOUGHER, in London, Eng.

LORENZEN & THOMPSON, INC.

New York - Chicago - San Francisco - Los Angeles - Seattle

## President Coolidge on Advertising as a Business Force

**P**RESIDENT COOLIDGE in a brief address to a group of representatives of advertising who were his breakfast guests at the White House last week, told them that he considered advertising as a great constructive force in American business. Following the famous Coolidge breakfast of cereal, bacon and eggs, buckwheat cakes, maple syrup, sausage and coffee, the delegation adjourned to the lawn where group photographs were taken.

Colonel Rhinelander Waldo expressed to the President the good wishes of the delegation. Edward W. Gibbs, of the National Cash Register Company, Frank Presbrey of New York, George W. Kleiser of San Francisco, G. Lynn Sumner of Scranton, Pa., and Edward Noble of Chicago also made brief talks.

Mr. Kleiser in his talk gave the following description of what advertising is and how it serves:

"Advertising is today a business necessity: It gives the public better goods at lower prices, it identifies the manufacturer and places a guarantee behind advertised goods which does not exist behind non-advertised products. Therefore, advertising serves as an economy to the general public."

In thanking the delegation, the President paid the following tribute to advertising as a business force:

"The Government besides being a business has a great humanitarian interest in the welfare of all the people and the means of advertising has been of great assistance in making this possible.

"Advertising is now properly recognized as a great constructive force. The Associated Advertising Clubs of the World, with 20,000 and more members, and their expenditures of millions of dollars annually, is undoubtedly a potent factor in industrial and social development.

"I wish to convey to you my

hearty sympathy with their efforts for the continuing of betterment of business through the enforcement of the best ethical standards of advertising. To the extent that this shall be accomplished they will contribute to the extension of prosperity and the elevation of all the ideals of the business world."

The delegation which visited the President included the following: Paul Block, Robert L. Barrows, Dan A. Carroll, Wendel B. Colton, S. P. Delano, Sturgis Dorrance, Kerwin H. Fulton, Herbert S. Gardner, E. D. Gibbs, William Griffin, Stanley Gunnison, A. L. Shuman, Frank W. Harwood, Frank T. Reynolds, Gilbert T. Hodges, C. W. Hoyt, George L. Johnson, Carl Kaufman, Mark Kellogg, George L. Kleiser, Robert Leavitt, Bernard Lichtenberg, Seamon Lockwood, H. K. McCann, L. A. McQueen, M. R. Mass, S. D. Malcolm, E. B. Noble, Frank Presbrey, William H. Rankin, Carl Schuman, R. K. Strassman, G. W. Williams, M. H. Wright, C. C. Vernon, Frank Seaman, Arthur Kastor, Stanley Resor, Francis L. Wurzburg, Edward Gould, G. Lynn Sumner and Charles C. Green.

## S. L. Mims Heads New York Agency Council

Stewart L. Mims, of the J. Walter Thompson Company, Inc., has been elected chairman of the New York Council of the American Association of Advertising Agencies by the board of governors. Mr. Mims, who had been secretary-treasurer, succeeds Milton Towne, of the Joseph Richards Company, Inc.

Merrill B. Sands, of The Erickson Company, Inc., has been elected vice-chairman, succeeding David G. Evans, of Evans & Barnhill, Inc. William J. Boardman, of George Batten Company, Inc., is the new secretary-treasurer.

## New Accounts for Foote & Morgan

The Fruit Concentrates Company, Plainfield, N. J., maker of Jelli-Boon; Turell & Friedman, New York, cotton converters, and the San Remo Hotel, New York, have placed their advertising accounts with Foote & Morgan, Inc., advertising agency, also of New York.

# A Rising Market That Gives Good Measure

The net paid circulation of *The Delineator*, selling at 20 cents, and *The Designer*, selling at 15 cents, The Butterick Combination, increased 493,000 copies or 43 per cent between June, 1922, and June, 1924 — the largest circulation increase in the woman's field with one exception.

During the 18 months previous to July, 1924, The Butterick Combination gave to advertisers an average monthly over-delivery above guarantee of 206,000 net.

Each advertiser in each issue got more than he paid for.

THE BUTTERICK PUBLISHING COMPANY

New York

Chicago

San Francisco

*The  
Delineator*



*The  
Designer*



The D.J. Gude Co., N.Y.

**Serve  
Mueller's  
Egg Noodles  
just as  
you do  
potatoes!**



*"With the Better Taste"*

**Delicious with butter,  
sauces or meat gravies**

**Cooks in 9 minutes**



...and that was a great relief. He was  
...a very good person who stood in the line of  
...the morning.

The man named in one of the  
...the morning in which he was  
...in the morning.

#### COLLEGE MAN, HE SAYS

...the man named in one of the  
...the morning in which he was  
...in the morning.

Attention to the delay to the per-  
...of the morning in which he was  
...in the morning.

#### Prisoner's Life Threatened.

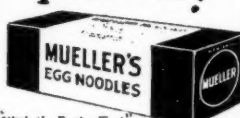
ST. LOUIS, N. Y., Sept. 13.—  
...the morning in which he was  
...in the morning.

His name, it  
...the morning in which he was  
...in the morning.

#### Bombardier Driven Off.

RICHMOND, Sept. 13.—A band  
...the morning in which he was  
...in the morning.

**Serve  
Mueller's  
Egg Noodles  
just as  
you do  
potatoes!**



*"With the Better Taste"*  
**Delicious with butter,  
sauces or meat gravies  
Cooks in 9 minutes**

**If  
misse  
tonigh  
turn bac  
to it**

—The  
advised  
R.K.M.  
is on par

**Clears the  
of All Ble**

**Pet  
Oin**

## An Ideal Combination

**I**N these days of keen competition, two factors are of vital importance—the intensive cultivation of markets and the full value received for every advertising dollar spent. The C. F. Mueller Company believes in localized hard-hitting advertising that will assure them of complete coverage.

This is a splendid example of the power of Outdoor Advertising and Newspaper Advertising, each with a separate function to perform, working together in harmony and by their co-ordination adding new strength to both mediums.

**The O.J.Gude Co.N.Y.**

**550 WEST 57th STREET**

Chicago Atlanta Richmond Akron Philadelphia Wilmington  
Cincinnati Pittsburg St. Louis San Francisco London, England

# DEALER INFLUENCE?



These business papers exert direct influence on the 35,000 stores that do 75% of the total business done in dry goods and department store lines, (seven billions worth).

These 35,000 stores exert *their* direct influence on the buying public of over 10,000 centers, (seventy million strong).

In nine cases out of ten, and more, the personality and promotion of the store predecide the sale. In other words, the favor and activity of the merchant build the prosperity of the manufacturer!



## The ECONOMIST GROUP

### DRY GOODS ECONOMIST

*(National, Weekly, from New York City)*

### MERCHANT-ECONOMIST

*(Zoned, Fortnightly, from four centers)*

NEW YORK      CHICAGO      ST. LOUIS      SAN FRANCISCO

# Government Acknowledges a Debt to Advertising

Secretary of War Weeks Makes Official Expression of Appreciation to Surplus Property Committee of Associated Business Papers

**A**N acknowledgment of the Government's debt to advertising in disposing of wartime surplus property of the United States Army has been made by Secretary of War, John W. Weeks. This official expression of appreciation has been set forth in a letter to Mason Britton, vice-president of the McGraw-Hill Company, who has been chairman of the Surplus Property Committee of the Associated Business Papers.

In that letter Secretary Weeks says in part:

"The conclusion of your committee's publicity work with the War Department brings to a close four and one-half years of successful co-operation in the liquidation of war surplus. This aid recalls to mind the timely assistance of the business press and newspapers of the country in the Government's wartime advertising projects.

"The results achieved during the period of the committee's existence and co-operation with the War Department are a signal tribute to the power of well-directed advertising. The Department's program, ably carried out with your assistance, has been a large factor in the wide and equitable distribution of the enormous stocks of war surplus. Satisfactory recovery prices to the Government and lower prices to the consuming public are an indication of the soundness of the methods employed and their effectiveness."

This letter was made public at the annual convention of the Associated Business Papers in New York last week. Following the reading of the letter to the convention Mr. Britton reported in person on the work so highly praised by the Government.

In a brief space of time he gave a report on the objectives and re-

sults of this work in the following manner:

"The United States Government at the end of the war was confronted with the problem of how to make gold out of guns, shells, helmets, gas masks, balloons, and one thousand and one other things that enter into the equipment of a four-million-men army.

"There was no precedent to follow, but one thing was certain, on account of conditions in Europe, the United States must find a market for all its surplus from its own population.

"Various liquidation plans were projected.

"Some enthusiastic and well-meaning gentlemen with a limited knowledge of economics even suggested that the entire surplus be dumped into the sea!

"One plan was to dump the entire surplus on the market, regardless of price and other considerations; such a plan with industry carrying its peak load would have been little short of criminal — a solution bringing in its wake a trail of commercial distress and ruin.

"Another plan was the establishing of a number of Government owned stores. Stores were opened in twenty-six cities, but it was found impossible to keep complete lines in stock without placing fill-in orders with manufacturers. These stores were abandoned when overhead expenses began to reach a selling expense of 10 per cent.

"Out of the discussion of the various suggestions, there developed a definite policy, the one suggested by the Surplus Property Committee of the Associated Business Papers: A sane, reasonable policy, which provided for the gradual liquidation of surplus, the rapidity of such liquidation being governed by the ability of the markets to absorb the various

commodities and equipment without undue interference with industry, and getting the largest percentage of return for the Government."

Speaking of results Mr. Britton said:

"There has been something like \$1,300,000,000 returned to the Government and taxpayers of this country for its surplus property—a recovery of 36.4 per cent based on original cost.

"During the almost five years which the Surplus Property Committee has functioned in advising the Sales Promotion Section of the War Department, more than \$2,056,042.47 has been spent for space, about one-half in business papers and one-half in newspapers.

"In other words, for a total average expenditure each year of \$400,000 the War Department succeeded in recovering over a billion dollars in cash, at an average cost of nearly one-half of one per cent.

"This gives some idea of the efficiency and economy with which the Government advertising campaign was conducted, remembering at the same time that there were no salesmen on the job for the Government. Advertising had to do the work alone, in conjunction with the efforts of the auctioneers.

"Nearly 800 different advertising projects were handled in the five-year period.

"Prices received by the Government ranged as low as one-half of one per cent of original cost of scrap materials such as gas masks, etc., to as high as 116 per cent."

A summary of the work accomplished by the Committee was reported as follows:

"We have shown in a definite, concrete way, that the United States Government can efficiently use paid advertising space; that the plan that has been carried out secured the largest possible return to the taxpayers of the country for the surplus property of the War Department. The plan protected industry when industry most needed help. The wonderful results obtained from the cam-

paign should be one of the best advertisements advertising has had in this country."

At the close of the convention at which this report was made it was decided that the Associated Business Papers should officially take recognition of the work done by the Surplus Property Committee which Mr. Britton headed. A plan providing for such recognition was embodied in the following resolution:

"A signal service to our country, to the cause of advertising and to the business press has been rendered by those who have served on the Surplus Property Committee of The Associated Business Papers, Inc.—a committee which has concluded its activities and made its final report.

"Resolved: That this Association does hereby express its appreciation of the service which has been rendered by the members of that committee and in token of that service, that a suitable certificate be engrossed and delivered to each of the following who have served on the Surplus Property Committee: Malcolm Muir, McGraw-Hill Co., Inc.; Fritz J. Frank, *The Iron Age*; Victor H. Power, *Manufacturers Record*; A. O. Backert, Penton Publishing Co.; A. C. Pearson, Economist Group; Earl B. Hill, McGraw-Hill Co.; Henry Lee, Simmons-Boardman Publishing Company; George H. Griffiths, *Hardware Age*; Harry E. Taylor, *Dry Goods Economist*; E. H. Ahrens, *Factory*; Mason Britton, *American Machinist*; George R. Wilson, *Factory*; E. B. Terhune, *Boot & Shoe Recorder*, and Allen W. Clark, *American Paint Journal Company*.

### Music Publications Merged

The *Canadian Bandsman and Orchestral Journal* has been combined with *Musical Canada*, commencing with the October issue. The joint publication will be issued by the Musical Canada Publishing Company, Toronto.

### Joins Carroll J. Swan

John L. Tallman has joined the staff of Carroll J. Swan, publishers' representative, Boston. Mr. Tallman was formerly with the Goodyear Tire & Rubber Company, Akron, Ohio.

# What Does Your Advertising Do?

Getting the goods sold is the object of advertising. Not just letting people know that the goods exist, but doing something to send them on their way from manufacturer to consumer.

The president of a company manufacturing a widely distributed cleansing preparation says in a recent letter:

"The Christian Science Monitor is working wonders for us in many of the large cities in establishing our product with the retail trade, and we feel that our advertising in it is the most resultful that we have ever enjoyed in any publication."

More than 9,000 retail advertising accounts are today on the books of the Monitor. These accounts are located in 400 cities of the United States, Canada and other countries. Our files contain many letters from manufacturers saying that Monitor advertising helps to move their goods off the dealer's shelves—having already helped to put them on those shelves.

Would you like to know how and why the Monitor gives these results? Information, specific instances, circulation details, will gladly be supplied by any of the following offices:

Boston, 107 Falmouth Street  
London, 2 Adelphi Terrace  
Cleveland, 1658 Union Trust Bldg.  
Kansas City, 705 Commerce Bldg.  
Los Angeles, 620 Van Nuys Bldg.

New York, 270 Madison Avenue  
Chicago, 1458 McCormick Bldg.  
Detroit, 455 Book Building  
San Francisco, 625 Market St.  
Seattle, 763 Empire Building

## The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

MEMBER A. B. C.

## Business-Paper Publishers Pay Tribute to H. M. Swetland

A REMARKABLE tribute was paid to the memory of Horace M. Swetland, who until the time of his death on June 15 of this year was president of the United Publishers Corporation, by business-paper publishers in New York last week.

This tribute was given in the form of a resolution passed on the closing day of the annual convention of the Associated Business Papers.

"On June 15, 1924," the resolution read, "an event occurred which shocked and grieved every member of this association. We could hardly realize that our beloved friend and co-worker, Horace Monroe Swetland, had passed from the field of activity in which he was a commanding figure for so many years. At that time the Associated Business Papers issued a special bulletin, many of our members wrote individual letters of condolence, and a large delegation of our publishers attended the funeral." It continued:

"Nevertheless, at this first general meeting of the Association since Mr. Swetland's demise, we desire to formally and officially express our deep sense of personal loss. We miss his cheery greeting, his friendly handclasp, his encouraging words to younger publishers, and his sage counsel in solving our problems. We miss his familiar face, which for nearly 30 years was to be seen in any gathering of business-paper publishers, which had for its purpose the improvement of our papers as vehicles of service to trade and industry.

"We rejoice, however, that, although 'H M' has passed on, the fruits of his labors are still with us, and will continue to be a monument to his memory for many years to come.

"And so in the plain and simple way which was characteristic of the man himself, we take this means of expressing our sorrow over his passing, and to acknowledge the debt we owe to Mr. Horace Monroe Swetland for his public-spirited and unselfish labors in the upbuilding of the Associated Business Papers."

## New Campaign to Start on Radio Sets

Newspapers in fifteen cities will be used in a campaign which will shortly be started by the Cosmopolitan Phisiformer Corporation, New York, manufacturer of radio sets and parts. Radio magazines also will be used. The Arthur Rosenberg Company, Inc., New York, advertising agency, will direct this campaign.

## "Brass Tacks," a Sales Metaphor

THE LITTLEHALE ADVERTISING AGENCY, INC.

NEW YORK, OCT. 30, 1924.

Editor of PRINTERS' INK:

To "get down to brass tacks" means to cut out all guesswork and apply an accurate measure or gauge to the subject under consideration. The saying had its inception as follows:

The counter in a dry goods store contains tacks driven in at quarter-yard intervals. Here the salesman measures off the quantity of goods you buy. Now in the old days when a dispute arose as to the size of anything, some cracker barrel lounge would put an end to the question by saying, "Well, let's get down to brass tacks." Whereupon the infallible measure was applied. And so it came to pass that eventually—but why tell the rest of the story? You can guess it.

THE LITTLEHALE ADVERTISING AGENCY, INC.,

BENJAMIN F. MEYERS.

## New Accounts with Griffin, Johnson & Mann

The Oceano Products Company, Newark N. J., is conducting a test campaign in several cities in the East. Newspapers are being used. Griffin, Johnson & Mann, Inc., New York, advertising agency, is directing this account.

Mears & Company, jewelers, and Holzbach Bros., textile factors, both of New York, have appointed this agency to direct their advertising.

## White House Coffee Account for Street & Finney

The Dwinell-Wright Company, Boston, Mass., roaster of White House Coffee, has placed its advertising account with Street & Finney, New York, advertising agency. This appointment becomes effective January 1.

## F. H. Riordan with Washington "Post"

Forrest H. Riordan has joined the Washington, D. C., *Post*, with which he was associated thirteen years ago. He has recently been in newspaper advertising work at Philadelphia.

## Lord & Thomas Advances N. H. Clemence

Norman H. Clemence, who has been with the Chicago office of Lord & Thomas, has been promoted to a position on the staff of Lord & Thomas, of New York.

## Has Steamship Account

The Baltimore-Carolina Steamship Company, Baltimore, has appointed Smith, Sturgis & Moore, Inc., advertising agency, New York, to direct its advertising account.

## A Rhetorical Question

**I**F YOU were reading a magazine that told you all about the important developments of the month—

—if it opened your eyes to what is going on in the world, and sharpened your appreciation of the finest things in life—

—if it aroused new aspirations for your own future—

—if, in a word, it produced an exhilarated, receptive frame of mind—

*could* you look at its advertising pages with indifference?

This is a rhetorical question. It answers itself:—

## CURRENT OPINION

**100,000 Net Paid Guaranteed**

Eastern Advertising Manager    Western Advertising Manager

R. B. SCRIBNER

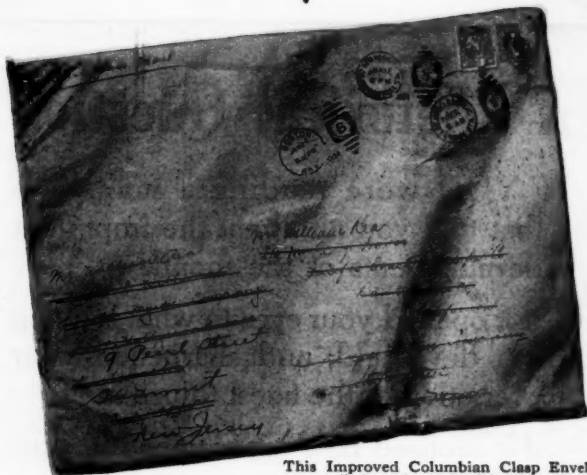
A. W. KOHLER

50 West 47th Street

30 North Michigan Blvd.

New York, N. Y.

Chicago, Ill.



This Improved Columbian Clasp Envelope was mailed on the 17th of January. It traveled from:

New York to San Francisco . . .	3180 miles
San Francisco to Boston . . .	3304 "
Boston to Los Angeles . . .	3264 "
Los Angeles to Summit, N. J. . .	3091 "
Total . . . . .	12,839 miles

## This envelope has traveled 12,839 miles

**Y**OU'VE seen envelopes that have come to grief in short journeys between the postal stations of a single city.

You've seen others that, after a trip of fifty or a hundred miles, looked like a Mexican general after a hard campaign.

When you put your time and money into a catalog, you want to know in what condition it will reach the man whose business you want.

The envelope maker's claim of extraordinary strength and protective qualities may mean much—or nothing. We made this interesting test to get actual proof of what certain envelopes could and would survive.

Five catalog dummies were made up, each of 64 pages,  $9\frac{1}{4}$  x 12 inches. The paper was a trifle heavier than

is ordinarily used in catalogs this size. Each dummy was placed in an envelope to fit, bought in the open market. A route of approximately 12,000 miles was decided upon.

All five envelopes were first mailed to San Francisco. Friends in that and the next two cities were asked to forward the envelopes, upon arrival, to the next point.

### Half the distance around the world

The survivor of this twice-transcontinental trip is pictured above—an Improved Columbian Clasp Envelope. After this journey, equal to half way round the globe, the edges were "roughed," but broken only in two places, and very slightly, where they had been cut by repeated con-

tact with the cord used to bundle the envelopes in the post office and on the railway mail cars.

This envelope has done thirteen times the normal service—has crossed the continent four times—has been sorted and re-sorted five times at terminal post offices, and we have no way of knowing how many more times in the railway mail cars.

Yet the corners are practically as good as the day this envelope began its long journey. The seams have not "started." The clasp is still anchored as firmly as when the envelope came from the machine that made it.

The post office has not had to reinforce or patch this envelope. No cord or other "outside" fastener was needed to help it over the last lap of its journey.

When it was opened, its contents were as perfect as the day they left New York.

### *The Improved* COLUMBIAN CLASP ENVELOPE

The Improved Columbian Clasp Envelope is a strong container, made of tough XXXX Jute, and fastened with a double-tongued clasp of malleable steel. The clasp is anchored

firmly in the double thickness of the seam. This unusually rugged envelope is used by stores, mercantile houses, and mail order concerns to carry catalogs and samples of merchandise.

There are thirty-one useful sizes, small enough for a Congressman to mail seeds in—large enough for the mail order house that sends out an 9 x 12 inch catalog. Improved Columbian Clasp Envelopes are carried in stock by almost all good stationers, paper merchants and printers. If yours cannot supply you, write the General Offices of the United States Envelope Co., Springfield, Mass., and you will be put into touch with a nearby distributor.

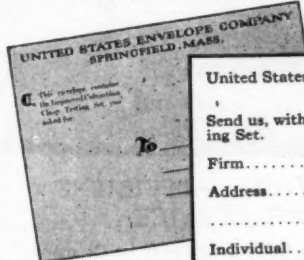
Jobbers can get prompt deliveries from any of the divisions of the United States Envelope Company, which are:

Location	Division
Worcester, Mass.	
Logan, Swift & Brigham Env. Co.	
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Mfg. Co.
Springfield, Mass.	Morgan Env. Co.
Waukegan, Ill.	National Env. Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Env. Co.
Worcester, Mass.	W. H. Hill Env. Co.
Indianapolis, Ind.	Central States Env. Co.
San Francisco, Cal.	Pacific Coast Env. Co.
Philadelphia, Pa.	Monarch Env. Co.

*See how much better Improved Columbian Clasp Envelopes are than those you are now using—by YOUR OWN TEST*

Make this interesting comparative test yourself. You can do so without trouble or expense. It may save you thousands of dollars' worth of orders which you stand to lose, if, because of inadequate envelopes, your next catalog fails to arrive safely.

and in good shape. All you will need to do is to address three envelopes. Use the coupon and the Improved Columbian Clasp Testing Set will come to your desk promptly and without cost to you.



United States Envelope Company  
Springfield, Mass.

Send us, without charge or obligation, your Testing Set.

Firm.....

Address.....

Individual.....

## *The New Home of the* **MIAMI DAILY NEWS**

Tallest Habited Building in the World  
in this Latitude

The Miami Daily News will soon be housed in this magnificent building.

As a unit of the News League consisting of the Dayton Daily News, Canton Daily News, and Springfield Daily News it becomes a part of one of the greatest newspaper organizations in the country.

The Progress of The Miami Daily News is indicated by a

**CIRCULATION INCREASE of 50%**

IN OCTOBER, 1924

### **MIAMI BUILDING PERMITS**

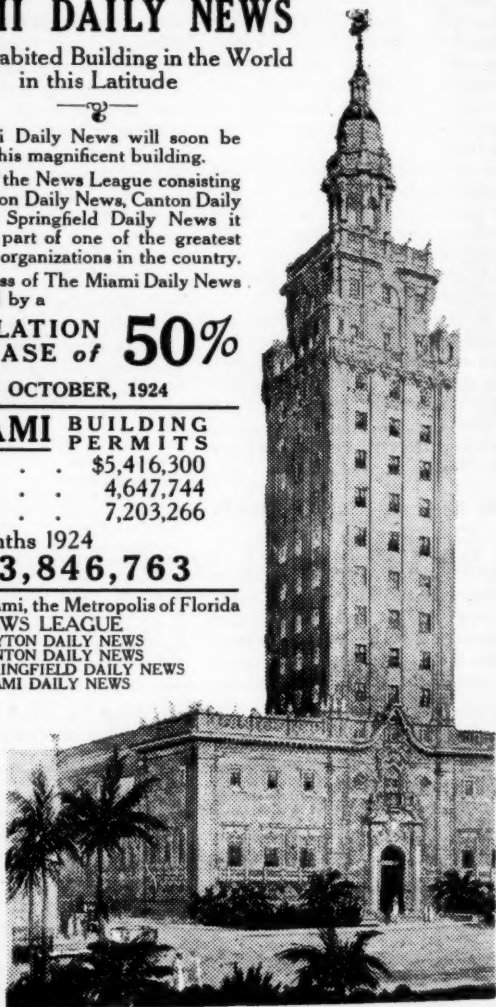
1921 . .	\$5,416,300
1922 . .	4,647,744
1923 . .	7,203,266

9 Months 1924

**\$13,846,763**

Turn to Miami, the Metropolis of Florida  
and the **NEWS LEAGUE**

DAYTON DAILY NEWS  
CANTON DAILY NEWS  
SPRINGFIELD DAILY NEWS  
MIAMI DAILY NEWS



**COMPLETE — PRACTICAL — EFFICIENT  
MERCHANDISING SERVICE**

**"It Guides the Traffic Over the Selling Avenues in Business"**

# Let the Post Office Help Correct Your Mailing List

Government Now Ready to Co-operate, Mail Advertising Service Association Is Told

THE entire force of the Post Office Department is at the disposal of advertisers to the end that their mailing lists may be correct.

This is the word that W. R. Spilman, superintendent of the Division of Post Office Service, in the Post Office Department, passed along to the members of the Mail Advertising Service Association of North America, at that organization's convention in Pittsburgh last week. Heretofore, Mr. Spilman explained, the correction of mailing lists by individual postmasters had been pretty much a matter of personal inclination. The postmaster was permitted by the department to correct lists of any size that might be sent him by an advertiser. But now, in accordance with an order issued last July, any postmaster is obliged to give this service to an advertiser. Any list of any size may be submitted to a postmaster in any town, and he is required to check up on the names—to see that the spelling and initials are correct, that the addresses are right, and to cut out such names as may be made necessary through death, removal or other causes. The advertiser pays the postage both ways and also pays the postmaster sixty cents an hour for such work as he or his employees have to put in on the matter.

"In this and in other ways," said Mr. Spilman, "you will find that the department is ready to co-operate with advertisers to end the appalling waste in direct-mail matter that now is the case. I wonder if you realize that fully 20 per cent of the waste in mail matter is caused by inaccurate addresses. It is to the Government's interest to help remedy the condition and I want to give the largest publicity to the fact that no advertiser need hesitate for

fear that he is asking a favor when he wants us to check up on his list. This is something that he is entitled to by law and any postmaster who fails to co-operate will have to make his peace with the department.

"You producers of direct-mail matter can do a great deal on your side also to help the post office department. The whole proposition is a big thing that requires the best efforts of both of us. For example, you can help, and encourage advertisers to help, through depositing mail as early as possible in the day. Fully 75 per cent of the mail matter handled throughout the nation is deposited between four and six p. m. Under this system some delay is inevitable. We want to do our best for you and we can only do this when you, in effect, help us to help you.

"The average person conceives the Post Office Department as being so organized that he has to take from it just what it wants to give him and no more. While of course we cannot extend any big user of mail any privileges that would not be given to the smaller user we want every advertiser to know that the department is his and that we are going to do our very utmost to see that he gets the very best kind of service. The Postmaster General is eager to have the department become even a greater force in the development of business than it now is and I am speaking with his entire approval when I say we want to do all we can to obtain quicker and more accurate dissemination of mail advertising matter. The trouble is, though, that so many advertisers simply put the matter in the Post Office whenever they see fit, give insufficient attention to having accurate mailing lists and then leave the whole matter up to the department. It is a

thing that requires mutual effort."

George W. Gosser, postmaster of Pittsburgh, expressed similar sentiments in giving the welcoming address to the convention.

The sessions of the convention were necessarily largely of a technical nature inasmuch as the membership is made up of producers rather than users of direct-by-mail advertising. Throughout the addresses, however, it was emphasized that the producer of direct-by-mail advertising should be a closer student of merchandising conditions—that he, being a specialist, should know more about the possibilities of his client's business in the use of this kind of advertising than the client himself. Therefore he must know a great deal more than the mechanical and copy-writing angles.

Among the speakers stressing this thought were E. C. Forbes of Cleveland, who talked on "The Ethics of Our Business"; W. E. Kier, of the Kier Letter Co., Chicago; Jean Blum, of Blum's Advertising Agency, San Francisco; John Howie Wright, editor of *Postage*, New York, and Jack Carr, Jack Carr, Inc., Milwaukee.

Merritt H. Dement, of Buckley, Dement & Co., Chicago, presided over an interesting session in which "questions and answers to letter shop problems" were answered. The resulting discussion brought out a great list of questions which were answered by experts.

The feature of the annual dinner of the association was a play entitled, "And I Learned About Letters From Him," written by Janet Alson, of the Kier Letter Co., and Herbert F. Lewis, of the Reuben H. Donnelley Corporation, Chicago. Delbert O. Freeman, of the Fac-Simile Letter Co., Scranton, Pa., made the principal address of the evening on "Advertising, Ancient and Modern." Jack Carr of Milwaukee spoke on "Something of Everything."

At the concluding session of the association the following officers were elected: Charles Paist, Jr., Philadelphia, president; E. C.

Forbes, Cleveland, American vice-president; A. M. Sanderson, Toronto, Ont., Canadian vice-president. Charles W. Hawkes, Boston, and L. E. Chute, Davenport, Ia., were chosen to fill vacancies on the board of directors.

Most of the producers also attended the annual convention of the Direct Mail Advertising Association which is told about elsewhere in this issue. The attendance was unusually large. The annual dinner at the William Penn Hotel Tuesday night was attended by close to 400 people.

### H. S. Houston Publishing Fiction Magazine

*Brief Stories*, a monthly magazine of fiction, is now being published by The Houston Publishing Company, Inc., New York, of which Herbert S. Houston is president. Mr. Houston also is publisher of *Our World* and *Our World Weekly*.

Edwin Muller, treasurer of the company, is business manager of *Brief Stories*.

### New Account for Cleveland Agency

The Home Products Company, manufacturer of Quick Work Laundry Tablets, in association with The National Carbon Coated Paper Company, manufacturer of sales books, both at Sturgis, Mich., has placed its advertising account with The Nichols-Evans Company, Cleveland, advertising agency.

### A. E. McElfresh to Join Lord & Taylor

A. E. McElfresh, advertising manager of the Stewart Dry Goods Company, Louisville, Ky., has been appointed advertising director of Lord & Taylor, New York, department store, effective November 15. He will succeed Edward S. Morse, resigned.

### Becomes Hyde-Baumler, Inc.

The F. H. Johnson Press, Inc., Syracuse, N. Y., has changed its name to Hyde-Baumler, Inc., taking the names of Nelson C. Hyde, formerly of the Bankers Trust Company, New York, and Samuel C. Baumler, formerly with The Anchor Press, also of New York, who purchased the company last July.

### G. B. Lawrence with Bellamy-Neff

G. B. Lawrence, formerly with the Morse International Agency, has joined the New York staff of the Bellamy-Neff Company, advertising agency.



## *The Institute*

No newspaper has given so much actual help to the American housewife as The New York Herald Tribune through its Institute pages. The experience of trained experts is published in two full pages every Sunday, placing in the hands of the real home makers a most practical and comprehensive course in domestic science.

*—and thousands of readers*

follow this and other exceptionally good women's news appearing in The New York Herald Tribune, thus creating a body of loyal readers that another newspaper may interest, but never satisfy. *The circulation now exceeds 260,000 daily and 300,000 on Sunday.*

The New York  
Herald Tribune

# Give Every Copy Thought a Picture of Its Own

An Adaptation of the Illustrated Travelogue That Is Creating a New Layout Style

By W. Livingston Larned

**A**N advertiser who had become surfeited with the sameness of his campaigns, from an illustrative standpoint, went to Carnegie Hall one night, attracted by one of Burton Holmes' Travelogue programs. Half way through the performance, he began making notes. Here was a new idea in advertising layout. Here was the solution of a problem which had been long an annoyance to him.

His was not a product which could well be described in one long reading message and with one large illustration. There were many things to tell and many separate units to picture.

Burton Holmes had a happy way of pointing each important description with a lantern slide. The advertiser noted that interest was sustained as a result. It did not follow that there was any confusion, because there were many separate and unrelated pictures, as opposed to the greater unity of the longer films which were a part of the program. Why not apply this idea to an advertising page?

And the advertiser worked it out with great success. The plan is still in operation, although the episode to which we refer occurred more than two years ago. To this day, the company's advertising is, from a copy and illustration standpoint, a commercial travelogue, always, however, connected by a unifying thread or theme.

This plan is really the basis of a new style of advertising layout, and is fast becoming popular. The reader is conducted through a series of arguments or episodes. It is, then, the very latest development of what is known as the "editorial style" of make-up.

"But does this not make for

disjointed advertising?" asks a skeptic. "Doesn't it tend to confuse the reader and demand too much of him, in the studying out of the various parts? What good can come from bird-shot ideas, scattered thin over much space?"

But suppose we see how it works out in actual practice.

Lately, the Acme White Lead & Color Works hit on the scheme of relating exceedingly interesting individual fact-anecdotes concerning its product. From factory files, it was easy to secure the data, and the selections made were of the out-of-the-ordinary character.

An advertisement was headed "Neighborhood Facts" and five clever stories were told. Note the headings: "Jim Hendricks has never dared to tell her the real story," "Cousin Susie says her health improved instantly," "Gertrude says she can scarcely drag the children home from their grandmother's now," "It's a good thing Jack painted that car when he did," and "Mrs. Aldershot says—." The advertisement is, actually, a little, human travelogue through one community and the different stories are cross-sections of everyday life, as linked with the product.

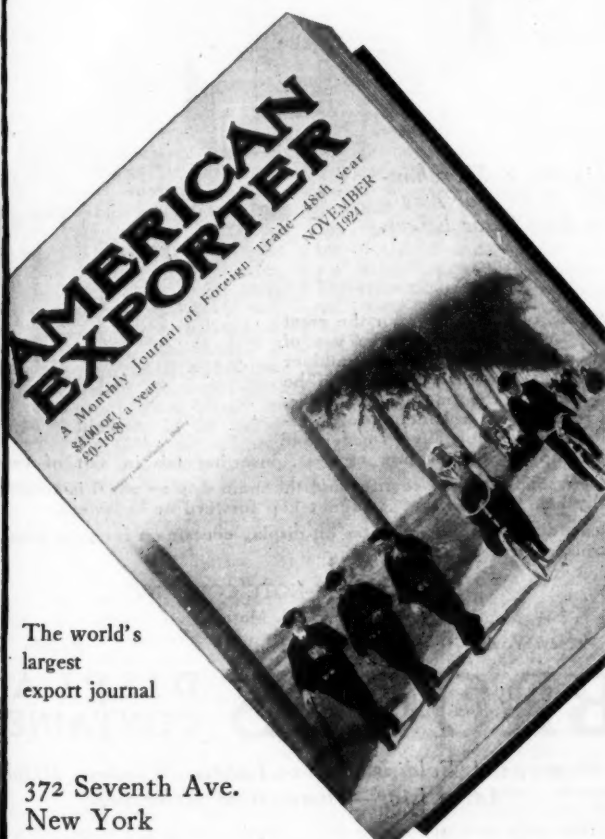
## EACH DETAIL IS PICTURED

For example, consider the text which appears under the headline: "Jim Hendricks has never dared tell her the real story." It runs: "When the Hendrickses decided to move here, Mrs. Hendricks sent Jim on ahead to look up houses. It just happened that the Wheeler house was on sale at a real bargain. It was a bit run down, but otherwise it filled every one of Mrs. Hendricks' requirements. So Jim took a chance and bought it on the spot,

So far this year  
we have written

**18% MORE ADVERTISING**

than a year ago. It's due to  
two factors. Improved mar-  
kets and improved service.



The world's  
largest  
export journal

372 Seventh Ave.  
New York

# Set up in half a minute!



*Displays Merchandise At Proper Angle for Best Sales Effect.*

ONE of the reasons for the great success attending the use of the Brooks Display Container is the ease with which it can be set up in the merchant's store. It requires no rehandling of merchandise. Simply lift up cover and push up bottom of box at rear, inserting tab in slot of cover. It sets solidly on the counter and the main display panel is automatically held rigid so that it cannot flop forward or backward. Ideas, dummies and estimates on display containers for your product furnished free of any obligation.

BROOKS BANK NOTE COMPANY  
Springfield, Mass.

New York

Philadelphia

Boston

## BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display Advertising—Commercial Stationery*

and then he began to get cold feet. Thought he'd let Mrs. Hendricks see it before he told her. He drove her past it the day she came to town. "That dilapidated place! I wouldn't even consider it." Anxious moments for Jim. Then he called up the painters. Five minutes after the last ladder and the last can of Acme Quality Paint were off the place, he drove Mrs. Hendricks past again. "What a ducky house," she said, "how in the world did you happen to overlook it?"

However artificial the story may seem, it is drawn from actual records, and is one of the episodes of "Neighborhood Items." By dividing the page into three wide columns, the advertiser is in a position to use five separate stories and five separate illustrations.

It is to be observed that the travelogue idea was made legitimate by virtue of the basic idea of the advertisement. The specifications called for a broken-up composition, with separate blocks of type and separate pictures. This, indeed, was the entire spirit of the page.

There is another method of arriving at the same result. A recent Dunlop Tire advertisement, carried four individualized illustrations: a scene along the most famous street in the world, the Rock of Gibraltar, a crack express train and, lastly and in largest size, the Dunlop tire. But why so many different, broken-up pictures? Could there be any valid excuse for this?

Read the copy: "Dunlop is more than a tire, just as Broadway is more than a street; just as Gibraltar is more than a rock, just as the Twentieth Century Limited is more than a train." And in order more clearly to register the serialized story, the several elements were illustrated.

Take the story which Bauer & Black wish to tell about a small home accident. Little Billie has hurt his finger—cut it with a knife, while carving out the model of a sailboat. The main picture, in such a case, would show the

lad, boat under arm, running to mother for "First Aid" treatment. But a panel will contain four small reproductions of four products. And they are necessary because they constitute a travelogue of action:

- "1. Apply iodine to the wound.
  2. Apply a sterile piece of gauze folded into a convenient pad.
  3. Then wrap this dressing with a sterile gauze bandage.
  4. Fasten with adhesive plaster."
- Opposite each line of copy, there is a small illustration of the product which should be used under the circumstances. These pictures are not cluttering influences; they are essential. The advertisement is the stronger for them.

Mennen, in single-column displays, has used the idea to advantage. "Four results of a Mennen shave" is a characteristic headline and four illustrations dominate the space. Four individual processes are interestingly visualized: Big moist lather, with any water, absolute beard-softening, fast, effortless razor work, and skin cleared and stimulated. The artist finds an illustration for each one of them.

#### SPOTLIGHTING THE HIGH SPOTS

A Burroughs Adding Machine piece of copy relates just what happens when a Burroughs salesman calls on a prospect. One by one, the high spots in this procedure are both described and illustrated. It brings the important factors to the front as no one illustration could dramatize them.

One of the most effective of a series for the Boone Kitchen Cabinet was virtually a motion picture strip of small individual illustrations. There were eight of them. It would appear out of the question to show eight scenes and to do them justice in a space of about one inch square.

Nevertheless, in practically all of these tiny pictures there were figures and sufficient detail to elaborate the argument deemed important by the advertiser. No one picture could possibly sell the many features of the Boone

cabinet. There are electric light sockets installed, a disappearing ironing board, an alarm calls when bread is baking on the range, there is a mirror, a desk section, a comfortable stool, nested drawers, etc. Only the most complicated composite picture could possibly incorporate all of these points. Therefore, the travelogue idea is indispensable.

Advertisers should not be frightened by the very small picture, presented in groups, for there is invariably a technique which will admit of much detail in miniature space. The Boone series of eight little drawings was in pen outline, relieved by touches of poster black and fine Ben Day tint.

A very unusual combination picture was designed in behalf of the Sunbeam Cabinet Heater. The larger unit was a look-down, perspective floor plan of a house, with many rooms attractively visualized. But there were three vital factors which entered into the story, and these were emphasized in a striking manner, which called for three side illustrations, vignetted. And all this, independent of a larger showing of the product in half-tone from a photograph.

"The heater was here," was the title for the first illustration, and a loop, terminating at a certain place on the floor plan, held a small view of the heater and a vista of room. "Flowers bloomed in the windows here," continued the second caption. Once more the loop directed the eye to another part of the floor plan. This room was far removed from the heater. "The bathroom was way off here," concluded the third explanatory caption, and the looped line led the eye to the other side of the house.

Such diagrammatic devices are deservedly popular. They are, of course, more complicated, in any consideration of the make-up of the advertising page, but what of it? Tell the story. That comes first. And a number of small illustrations may accomplish it far better than a single high-powered canvas.

## New Campaign for Improved Product

Norida Parfumerie, New York, will use full-page newspaper space in forty-one metropolitan cities and large space in magazines to introduce an improved product, the company informs the trade in business-paper advertising. The product is the Norida Vanitie, which is described as "filled with loose powder, but cannot spill." The slogan "Refill It Yourself," will be featured in the advertising.

## S. C. Speer, Jr., with Milwaukee "Sentinel"

S. C. Speer, Jr., has joined the merchandising department of the Milwaukee *Sentinel*. He formerly was with the Fort Smith, Ark., *Times Record* and *Southwest American* as national advertising manager. More recently he has been with the Brown, Connory Company, Oklahoma City, advertising agency, as director of sales.

## Management Magazines Advance S. F. Goddard

S. F. Goddard has been appointed Western merchandising manager, at Los Angeles, of Management Magazines, Incorporated, Chicago, publisher of *Cafeteria Management*, *School*, *College Cafeteria*, and *Club Management*. He was formerly at the Chicago office as service manager.

## E. J. Roeper, Business Manager, "Postage"

Elmer J. Roeper, until recently engaged in direct-mail advertising in Pittsburgh, has become business manager of *Postage*, New York, published by John Howie Wright. Mr. Roeper also is editor of "The Post," official publication of the Mail Advertising Service Association of North America.

## Appoints New Jersey Newspapers, Inc.

The Atlantic City, N. J., *Pentron News* has appointed the New Jersey Newspapers, Inc., publishers' representative, New York, as its national advertising representative.

## Fry & Sons Advance E. J. Greenway

E. J. Greenway has been appointed general sales manager of J. S. Fry & Sons (Canada) Ltd., Toronto. He was formerly in charge of the company's Toronto branch.

## Joins "Scientific American"

Loren A. Sanford has joined the Chicago advertising staff of the *Scientific American*, New York.

## Cyrus H. K. Curtis

in a full page of *The New York Times* of October 14, 1924, said

### Advertising Can Cost a Lot of Money

*Intelligently done it can make your fortune.  
Unintelligently done it may break you.*

A large circulation may be too expensive. A small circulation may be profitable. When you can get both quantity and quality, you have a certainty of profitable investment, provided the thing advertised is worth advertising and the copy is intelligent.

The character of the newspaper has as much—perhaps more—to do with the success of your advertising as the quantity of circulation. Users of space are not always discriminating. Too many, in making up a list of out-of-town newspapers, take the line of least resistance, copying from a newspaper directory the news-

paper having the largest circulation figures, and without knowledge of the real value of the medium as a selling force.

In Philadelphia the Public Ledger has a circulation of 300,000 copies daily—that's quantity. As to quality, it has always been known as the Philadelphia bible since 1836. It sticks in the same families generation after generation, and no competitor has ever been able to dislodge it, no matter what he does or offers. Solely on its merits as a superior newspaper, it holds its place with no premium, cut rate or other inducement.

*Cyrus H. K. Curtis*  
PUBLISHER

**PUBLIC  LEDGER**

Morning — Evening — Sunday

#### We agree with Mr. Curtis

Character has a lot more to do with the success of advertising than quantity of circulation. The Quality Group has been spreading this doctrine for a long, long time and we are pleased to see Mr. Curtis so heartily indorse quality circulation.

#### As Mr. Curtis says

too many, in making up a list, do take the line of least resistance without the knowledge of the real value of the medium as a selling force. We are glad that Mr. Curtis fully indorses the value of quality circulation.

## The Quality Group

ATLANTIC MONTHLY  
HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE  
WORLD'S WORK



681 Fifth Avenue, New York

## The Evolution of Industrial Copy

IN making a plea for more informal copy in industrial advertising in an address on "The Copy Factor in Better Selling," R. T. O'Connell, service department manager of *Textile World*, gave a brief outline of the evolution of industrial advertising copy. Mr. O'Connell gave this particular address before the annual meeting of the Associated Business Papers at New York last week.

He gave his outline of the development of industrial copy in the following words:

"It is our opinion that the greatest achievement in industrial copy within the next few years will be accomplished along this line: Copy that contains a *real* message, but which makes this message more informal—more friendly. To appreciate this trend let us turn our attention for a moment to what might be called the evolution of business-paper copy.

"The first stage was the coal-yard gothic era when advertisements were merely glorified business cards and not very 'glorified' at that. Later on to 'dress up' the advertisement the picture of the owner or the plant was added. The next era brought the picture of the machine to the fore and gave wood cutters their opportunity to 'say it in wood.' This was followed by a slow but sure change for the better when facts, information, evidence and proof, written from the reader's angle, were used.

"It came about because a number of individuals who made an earnest effort to get full value from the money invested in industrial advertising discovered that the motive that induced a man to read an industrial publication—to secure practical knowledge—is the same one that should be appealed to in the advertising section, and so we now find a number of advertisements crowded with facts—cold, hard facts.

"It will be noted that these

changes are not cycles. They are not like styles, where changes occur merely to satisfy the human craving for something different. Rather are they evolutionary changes, a slow but sure development toward the truth—a close approach to the scientific. It is true that advertising never will be an exact science, but at least it should be our aim to make it as exact as possible."

## Death of General W. B. Haldeman

General W. B. Haldeman, at one time part owner of the Louisville *Courier-Journal* and *Times*, died last week at Louisville. His father, Walter N. Haldeman, was the founder of the *Courier-Journal* with which General Haldeman was actively associated for many years. In 1884 the *Times*, an evening newspaper, was added to the property. After the death of his father, General Haldeman and his brother, Bruce Haldeman, became the principal owners.

General Haldeman, together with Henry Watterson and Bennett H. Young, disposed of their interests in the *Courier-Journal* and *Times*, in 1918. Since his retirement General Haldeman had retained a deep interest in newspapers and newspaper work and was a frequent attendant at meetings of newspaper publishers. He was commander-in-chief of the United Confederate Veterans and at the time of his death was seventy-eight years of age.

## Duckworth Chain Account for Waters Agency

The Duckworth Chain & Manufacturing Company, Springfield, Mass., has placed its advertising account with the Francis M. Waters Advertising Agency, of that city. A campaign has been started on a new front end drive chain for automobiles. This chain will be marketed under the trade-name of the "Duckworth Silent Chain."

## W. A. Kindel, Advertising Manager, Greenville "News"

W. Allen Kindel has resigned as business and advertising manager of the Chattanooga, Tenn., *News* to become advertising manager of the Greenville, S. C., *News*. He had been with the Chattanooga *News* for more than five years.

## W. C. Faul Joins Collins-Kirk

William C. Faul has joined Collins-Kirk, Inc., Chicago, advertising agency, as art director. He was formerly with the Harry C. Maley Company, Chicago, and the Wm. H. Rankin Company, New York, in a similar capacity.

big runs \

Why not Strathmore Quality for the big runs, too? You can get a line which meets Strathmore exactions, yet also meets price limitations.

## BAY PATH COVERS

This same combination of economy and Strathmore is carried through an entire family of printing papers. Specify Bay Path Book, Bay Path BOND, Bay Path VELLUM, Bay Path IMPERIAL. Sample books on request.



STRATHMORE TOWN!  
—Where quality Papers  
are part of the picture

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COMPOSED ENTIRELY ON THE LINOTYPE

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## ELZEVR No. 3

*A Linotype Face for Light and Dainty Effects  
in Advertising and Printing*



THE Linotype Elzevir No. 3 series is distinguished by a beauty and delicacy of design which make it an ideal face for all that class of advertising and printing that depends upon elegance and refinement for its appeal. It is a face for light and dainty effects, particularly suited to matter intended for feminine readers.

The Elzevir letters are open in design but relatively narrow in body, permitting a large amount of copy to be set in limited space without impairing legibility. The italic is of great beauty and includes a number of Swash capitals similar to those in the Caslon series. As with the other Linotype Typography families, a

complete series of harmonizing borders and other decorative material has been designed for use with the face.

Elzevir No. 3 is available on the Linotype in all sizes from 6 to 24 point, inclusive. A deluxe specimen folder showing the series complete, with its related decoration, will be sent upon request.

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MERGENTHALER LINOTYPE COMPANY

*Department of Linotype Typography*

461 EIGHTH AVENUE, NEW YORK

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# What of German Imports Since the War?

In Certain Industries, Germany Has Made Big Strides in Regaining Pre-war Domestic Markets

By Charles G. Muller

**D**URING the World War, when there were no imports into the United States from Germany, American manufacturers found many domestic markets open which previously had been highly competitive or dominated by German goods. In cutlery and toys, for instance, there were great opportunities for Americans to step in and take over fields which Germany had been abruptly forced by the war to leave. When the war ended and trading was resumed, American manufacturers had a pretty firm grip on many fields.

Importers of German goods found a real task on their hands when commerce again was opened. They had to fight a domestic competition grown great. Besides, they had to battle with an anti-German antagonism that the war had bred. American consumers, taught to put U. S. A. first, spurned the "made in Germany" mark on imported goods.

Almost six years have passed. Have German imports regained their pre-war markets or have domestic goods clung to their advantage? Is war antagonism still rampant? Does the dough-boy who dodged bullets on the American sector refuse to buy merchandise made by former foes? Does the woman whose son died in battle object to being shown German scissors or toys when she goes into a store to shop?

The last questions can best be answered by the retailer, and the actual attitude of the American consumer today can most clearly be shown by two typical instances. The first, which took place in the Madison Avenue, New York, cutlery store of C. Klauberg and Brothers, throws a glaring light on one side of the consumer reaction to German goods. It shows

that cheap, wave-the-flag patriotism is only pocketbook deep.

A man, old enough to have served with the A.E.F., asked Leo Klauberg for a boy scout knife. The customer was shown a knife that retailed for \$1, and he seemed pleased with it until he found it stamped "made in Germany." With a sweep of his arm he flung the knife the length of the counter.

"I don't want a damned German knife," he avowed in disgust. "I want a knife that was made in America."

Mr. Klauberg gave him one.

He took the domestic knife, looked it over, and appeared to be entirely satisfied. "How much is this?" he asked.

"\$1.75."

The customer was silent for a moment. He started to speak, but hesitated. Finally he blurted out:

"Oh, well, the war's over. Give me the German knife."

He hurried out of the store with his dollar purchase.

## WOMEN STILL REMEMBER

Although most antagonism to German goods wilts, as did this man's, when it comes face to face with price or quality, there is another side to the question. A deeper feeling reveals itself in the following consumer scene which gives an insight into the attitude of American women who lost sons or brothers or husbands or sweethearts in the war. This feeling apparently will not die out for many years to come.

Into another Klauberg store in the Woolworth Building, a man came the other morning with two pairs of rusted scissors.

"I would like to replace these," he said.

He was shown new scissors of

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He hurried out of the store with his dollar purchase.

## WOMEN STILL REMEMBER

Although most antagonism to German goods wilts, as did this man's, when it comes face to face with price or quality, there is another side to the question. A deeper feeling reveals itself in the following consumer scene which gives an insight into the attitude of American women who lost sons or brothers or husbands or sweethearts in the war. This feeling apparently will not die out for many years to come.

Into another Klauberg store in the Woolworth Building, a man came the other morning with two pairs of rusted scissors.

"I would like to replace these," he said.

He was shown new scissors of

the same size and shape, made in Germany. He shook his head.

"Can't you give me something made in America, England or France? I couldn't take these German scissors home to my wife," he explained quietly, "because her brother was killed in the war. She wouldn't use them."

He bought, instead, scissors which, while not as high grade as the German scissors, were manufactured in England.

It is the opinion of retailers with whom I talked that there is little active antagonism toward German goods and that most of what little there is is the flag-waving kind which succumbs to the pinch of the pocketbook. The real soldiers and sailors, in a consensus of opinion, consider the war over so far as business dealings go. And if it is true that consumer antagonism is negligible, it is just as true that the war antagonism which American manufacturers showed several years ago has vanished. One of the biggest doll manufacturers who raised his voice loudly against importing German products now goes to Germany, I am told, for doll heads to put on American-made bodies.

So long, then, as Americans as a whole do not discriminate to any great extent against German goods, have German manufacturers regained their pre-war markets in the United States or have American manufacturers seized and intrenched themselves in these markets?

"In high-grade cutlery, trade is back to normal," I was told by Herman Kind of Graef & Schmidt, sole agents in the United States for J. A. Henckels, German maker of Twin Brand cutlery.

"This is due to two factors. First, the Henckels trade-mark is well known in the United States and has an established reputation. Second, the import duty on our class of goods is proportionately less than it is on cheaper grades, and we are able, therefore, to do business in the United States at a profit with this high-grade line.

"From 90 to 95 per cent of our

old customers have returned to us, but about 5 per cent hold off due to war antagonism. Among that 5 per cent, nevertheless, many individuals buy German goods when their customers ask especially for them. So war feeling affects high-grade cutlery very little and the best lines have been able to regain their old markets.

"However, American lines dominate the medium-class market in the United States today because of heavy production costs in Germany combined with the heavier American tariff on these lines as compared with higher grade lines. American manufacturers have seized the trade in medium grades of razors, scissors, table knives, pocket knives and butcher knives, and they will always keep it. Germany has lost the American market in these goods and Germany never again will compete with American medium-class merchandise." Mr. Kind declared emphatically. "Germany never will get back the medium-grade cutlery market."

To bear this out, Government figures show that cutlery imports during the past year fell off 51 per cent over the preceding year.

"As for the very cheap grades," Mr. Kind concluded, "Germany continues to hold its own for the simple reason that it can both make and get these lowest priced lines into this country even cheaper than American manufacturers can make them for the domestic market."

#### GERMAN CHEAP GRADES HOLD UP

As Government figures show that the average price of pocket knives imported during the past year was ninety cents a dozen, it is plain why Germany does not have much competition in the cheap market.

In the toy trade also Germany has been able to regain markets. An official of a large importing house which handles European goods of all sorts took me around his many floors and pointed out what, to him, were the reasons for Germany's having been able to come back after the war and

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# ADVERTISING

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## *The Source of Sales*

IT is a law of business that all sales must satisfy that part of the public who are actually to use the goods.

DEALERS and jobbers create business only as they apply this rule themselves—and few of them could succeed if the greater part of their market were not ready made.

Though the manufacturer receives his return from his distributors, his sales policy should make allowances for

the fact that the real source of his business is the ultimate user or consumer.

Most successful selling and advertising campaigns exert their greatest influence when they reach the public mind. When the public really wants your goods, distribution will fall into line.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

# MOSS-CHASE



regain the markets in toys, as well as in Christmas decorations, chinaware and other lines which this import company handles.

"To put it simply, it is the touch that counts," he explained. "Just as the United States turns out the best and cheapest automobiles that find big markets all over the world, just so does Germany turn out the best and cheapest toys. Americans have the touch which makes their cars the leaders. Germany has that touch which makes its toys the leaders.

"While Germany, in the toy field, has had to combat a certain antagonism, the biggest fight has been economic. It is a question now of manufacturing costs, freight and tariff more than war prejudices. Therefore, in bulky goods such as toy carts and automobiles, on which freight is prohibitive, Germany has had to drop out completely and let American manufacturers dominate the market. In the smaller, mechanical toys, Germany continues to hold the market because German workmen have the ability to put into their toys certain kinds of movements which manufacturers in the United States have not been able to duplicate cheaply enough for competitive purposes.

"In Christmas decorations, too, Germany has that touch which makes its goods different from all others. This, added to the fact that German children turn out much of this class of merchandise for small wages, gives German Christmas decorations a clear field.

"In chinaware, German goods hold their own because their price and workmanship are right. Competition is not so keen, and even if it were Germany would not be worried, because of the fact that South America prefers German china to any other kind and would offer a fine market if the American market were closed."

One way this company found of avoiding after-the-war antagonism was to omit the word German from its advertising when importations of German goods were resumed and to include German products with its French, English

and Italian under the general term European. This policy is the same today.

But there is another side to the question of German imports in the toy field. That German toy imports are back to the pre-war mark means little, because, while Germany has been keeping its grip on the smaller toys market, the American manufacturer has been opening new markets and outdistancing Germany by leaps and bounds. In other words, German toy imports are about the same in volume as they were before the war, but the sale of American toys is about four times as great. This, according to Federal figures.

The reason for this American leadership, it was explained to me, is not due to an especial prejudice against Germany; that prejudice is easily overcome by the importer offering merchandise at attractive prices. It is due to the fact that German toys are made for amusement whereas American toys are made for entertainment. In this distinction of purpose lies the reason for the American toy ascendancy.

#### GERMAN TOYS NOT-INSTRUCTIVE

Germany makes Charlie Chaplin toys that hop around and amuse for a time. Soon these toys become tiresome and are forgotten. On the other hand, America makes mechanical toys that entertain because they instruct and interest the child. They are for use throughout the year. And while America imports a yearly average of about \$8,000,000, import prices, of German toys, America consumes \$10,000,000, wholesale prices, yearly of American-made child's vehicles and iron toys alone. Through the permanent entertainment idea, America has opened great domestic markets.

According to this expert, the German toy industry is giving very little financial return, and the German Government is trying to teach German toy workers that their labor can be spent more profitably in other industries.

With the Scherk Importing

## Catch the Eye With a Distinctive Fold

Don't depend on pictures and copy alone to attract and maintain attention value in your circulars and broadsides. Let your next mailing piece be planned with an *out-of-the-ordinary fold*.

Make illustrations and copy as striking as you can make them; but don't overlook the possibilities of the "distinctive" fold in putting your message across differently from the other fellow's.

Consult your printer about the fold. If he owns a CLEVELAND Folder, ask him to suggest a "distinctive" fold—some one of the 210 different folds that can be made on this machine.

If you don't know what printer in your neighborhood has a CLEVELAND Folder, write us and we will give you the name of the one nearest to you.

*The Cleveland will make all the folds made by all the other folders—and a great many that none of them can produce*

**THE CLEVELAND FOLDING MACHINE CO.**

1929-1941 East 61st Street

CLEVELAND

OHIO

# On Our Way

## .... to another record!

¶ 1923 . . . the "top year" in the history of The Washington Times, with a gain of more than a million lines . . . will be topped in turn by the 1924 lineage report, with another gain of over half a million lines.

¶ For the first nine months of 1924, The Times, a six-day evening newspaper, shows a total gain of

# 3 3 1, 3 3 9

lines . . . National, Local and Classified all showing healthy increases, both in lineage and general representation.

¶ Keen students of newspaper advertising appreciate that a hustling world metropolis of half a million population has outgrown the provincialism of the "one-newspaper town" stage. And they recognize in The Washington Times the logical and indispensable medium to effect 100% coverage . . . especially when close to 70,000 residents of the National Capital prefer The Times—and pay for that preference.

¶ That is why The Washington Times has felt no "business depression" or "cash-register slump." That is why The Washington Times . . . backed by its splendid responsive buying clientele of close to 70,000 . . . is on its way to another lineage gain of

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## Over half a million for 1924

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# THE WASHINGTON TIMES

THE NATIONAL DAILY

National Advertising Representatives

G. LOGAN PAYNE CO.  
Chicago                  Detroit  
Los Angeles          St. Louis

PAYNE, BURNS & SMITH  
New York  
Boston

Company, whose *Mystikum* perfumeries have been imported since the war, we again find that war antagonism is negligible. Instead, A. W. Herbst, general manager of the company, has had to face a problem entirely different from that of many importers. He has had to overcome an American belief that German perfumery products are cheap products. His problem has been to convince dealers and consumers that high-grade perfumes can and do come from Germany.

In 1922, the Scherk company set out to convince dealers of this. The plan was to sell the dealers first and then, when distribution had been achieved, to advertise to the consumer. The plan was followed. At the start it was gruelling work. Salesmen took *Mystikum* perfume to the dealer, but found he would not even look at it. "Another cheap German line," pooh-poohed the dealer and tried to get rid of the salesman. But the salesman stuck. He got the dealer to smell *Mystikum*. The dealer liked it. Then the salesman did all but beg the retailer to put *Mystikum* on his shelf, and he took any small order, just to get a chance to show that the perfume would sell on its own merits.

Distribution now has been secured, and, according to the original plan, consumer advertising has been started in thirteen magazines. Trade papers are used to tell dealers about the consumer response. Black and white smashes are depended upon to give distinction to *Mystikum* advertising instead of the usual run of color. This follows the modern German advertising art which gets compelling effects with solid black and white.

Summing up, the American consumer today to a slight degree holds on to an enemy feeling toward Germany and German goods. But as most of this reaches only so far as the pocketbook, German goods find their big battle is economic and not psychological. Where cheap manufacture can overcome high tariff or where

quality is superior, Germany has regained and is holding its markets.

But where American manufacturers have been able to oppose Germany's cheap hand labor with cheap American factory methods, Germany has lost its markets. And where American manufacturers have stepped in and taken the field, Germany is *fini*.

### Census of Radio Industry

The total value of radio apparatus manufactured during 1923 amounted to \$43,460,676, according to the biennial census of manufactures by the Department of Commerce. This total includes 1,889,614 head sets, valued at \$5,352,441; 508,001 loud speakers, valued at \$5,620,961; and 414,588 tube receiving sets, valued at \$12,065,992.

The manufacture of 2,601,575 radio tubes was reported separately. A part of these tubes were sold to manufacturers to complete receiving sets (and their value is therefore included in the amount given above) and the remainder were sold to individual purchasers for use in the construction of home-made sets. These figures were reported by 296 establishments.

### C. L. Sheldon with E. R. Crowe & Company

Charles Lawrence Sheldon, recently Eastern manager of *Time*, New York, has joined E. R. Crowe & Company, Inc., New York, as vice-president. He will devote his time to the advertising of *Judge*, New York, the Crowe organization recently having taken over the management of this advertising.

### Registers "Iron Rod" for Clothing Trade-Mark

The I. Rudnick Manufacturing Company, Dallas, Tex., has made application for registration of the trade-mark "Iron-Rod" for use on men's and boy's fabric hats and work clothing. The company plans to advertise this name in Texas, Oklahoma and Louisiana.

### Beech-Nut Sales Show Gain

The Beech-Nut Packing Company, Canajoharie, N. Y., for the first nine months of the current year, reports a 7.7 per cent increase in sales over the same period of 1923. Net earnings before taxes for the 1924 period are given as \$1,972,427 against \$1,907,843 in the corresponding period of last year.

### B. F. Meyers Joins Littlehale Agency

Benjamin F. Meyers, recently advertising manager of the *Haberdasher*, New York, has joined the Littlehale Advertising Agency, also of that city.

## Killing Off the Press Agent Pest

A REALIZATION of the fact that manufacturers who seek to get "free publicity" in publications, are not only acting dishonestly with publishers, but are in unfair competition with manufacturers in their own field has prompted an association of manufacturers to officially condemn press agency.

This news was given by Thomas D. Cutler, publisher of *The Ice Cream Trade Journal*, after the conclusion of an address that discussed press agency before the annual meeting of the Associated Business Papers at New York last week.

The organization that has taken official action against press agency is the American Dairy Machinery and Supply Association. The action of this association is expressed in the following resolution:

Whereas: It has been common practice in the past for concerns manufacturing machinery or supplies for the dairy trade to prepare skilfully written articles referring to their products and to offer said articles to the Dairy Trade Press for publication, and

Whereas: Many of such articles do not have the merit of containing information of a broad character that would be beneficial to the dairy trade, and

Whereas: The publication of such articles as reading matter is unfair to other advertisers paying at regular rates for advertising space, and it is unfair likewise to readers of the Dairy Press, who are likely to give more consideration to statements made in an article published as reading matter than would be given to the same statements in a paid advertisement,

Now therefore, be it resolved:

That we, the Board of Directors of the American Dairy Machinery and Supply Association, do now go on record as being opposed to this practice, and we do hereby request the members of our Association to desist from asking the Dairy Trade Papers to publish articles of the kind referred to, and

Be it further resolved that we request the co-operation of the Dairy Trade Press to the end that this evil may be eradicated, and that we further request that where advertisers ask for the publication of such items which are clearly intended to exploit the merits of articles manufactured by said advertisers, that same shall not be published, except at regular advertising rates, and

that when so published they shall be marked as advertising matter.

Another group of advertisers, The Association of Ice Cream Supply Men, some time ago, took official action on press agency, advising its members that the seeking of free publicity was a violation of law. Mention of this move also was made by Mr. Cutler. A report on the resolution of the Association of Ice Cream Supply Men will be found in *PRINTERS' INK* of April 3, 1924, on page 53.

It was evident from Mr. Cutler's remarks that while publishers should be appreciative of such action by advertisers, they should nevertheless remember that it is their own job to kill off the second-story, jimmy-using press agent. Mr. Cutler summed this thought up in these words to publishers:

"The business bandit who attempts to hold us up at the point of an advertising contract, the principal or agent who demands space and our self-respect in the name of co-operation, the publicity shark and the publicity pest—all these we may damn as freely and as fervently as we please; but after all it is the publishers' concern and the editors' job to keep their papers clean. Let's do it."

## New Accounts with Bellamy-Neff Agency

The American Mercedes Company, Mercedes automobiles, New York, has placed its advertising account with the New York office of the Bellamy-Neff Company, advertising agency.

The Maybach Zeppelin Company, New York, automobiles and motors, also has appointed the Bellamy-Neff agency to direct its advertising. Motor boat publications will be used in a campaign on a light marine motor.

## Death of Fred A. Curtis

Fred A. Curtis, owner of The Curtis Company, Windsor, Ont., direct-by-mail advertising, died recently at Windsor. Mr. Curtis, who was a pioneer in the business of direct-mail advertising, formerly owned The Curtis Company, Detroit, which he sold about a year ago to The Franklin Press, of that city. At the time of his death he was retired, but was head of The Curtis Company of Windsor, of which he had retained ownership.



## FOOD for ANALYSIS

During the first nine months of  
1924, The

### LOS ANGELES EVENING HERALD

carried more Foodstuff Advertising, national and local, than any other Los Angeles newspaper, daily and Sunday included.

Many large advertisers are taking advantage of The Evening Herald's forceful, concentrated circulation, covering the entire Los Angeles field by using The Evening Herald alone!

#### REPRESENTATIVES

G. LOGAN PAYNE CO.  
401 Tower Bldg., 6 N. Michigan Ave.  
Chicago, Ill.

H. W. MOLONEY,  
604 Times Building,  
New York

A. J. NORRIS HILL,  
710 Hearst Building,  
San Francisco

## New England to Turn Tradition into Trade

**"FORWARD** New England: Turn Tradition into Trade" is the inspiring theme adopted for the fifth annual convention of the New England District Convention of the Associated Advertising Clubs of the World. This convention is to be held at Hartford, Conn., on November 16, 17, 18 and 19.

A random perusal of the advance program shows addresses by Edward A. Filene, Charles Cheney, Winslow Russell, Earnest Elmo Calkins, E. T. Meredith, George W. Hopkins, and Col. B. A. Franklin.

On Sunday afternoon, the opening day of the convention, Fred B. Smith, of the Johns-Manville Company, New York, will deliver the inspirational address at the Capitol Theatre. "Is America a Great Nation?" will be his subject. Edwin H. Lemare will precede

Mr. Smith with an organ recital. The president of the Hartford Advertising Club, Clarence Hubbard, will preside.

The general program for the various convention sessions is as follows, time being allowed for discussion after most of the addresses at general sessions:

*November 17—Morning Session—Hartford Advertising Club:* Outline of procedure and plans for the various sessions by Charles Olin, chairman, program committee, and advertising manager, New Departure Manufacturing Company. "Make Yourselves at Home," Norman C. Stevens, Mayor of Hartford. Response by Frederick W. Bliss, of the Edison Lamp Works of the General Electric Company, and chairman of the New England District of the A. A. C. of W. An address, "Turn Tradition into Trade," by Merle Thorpe, editor, *The Nation's Business*.

*Luncheon—Hotel Bond Ballroom:* Willard B. Rogers, general manager, Fuller Storage Battery Co., presiding. An address, "Personality as a Basic Factor in Advertising," Harry Collins Spillman, educational director, The Remington Typewriter Company, New York.

*Afternoon Session:* William F. Rogers, advertising manager, Boston Transcript, presiding. An address by Edward A. Filene, president, Wm. Filene's Sons Company, Boston. "Ad-

THE



GLEN BUCK



COMPANY



ADVERTISING

CHICAGO





## 121,726 Professional Men

27,035 Physicians and Surgeons, 16,932 Attorneys and Lawyers, 14,065 Engineers, 13,085 Professors and

Principals, and 7,337 Dentists, not to mention the number of Clergymen, Nurses, Scientists, Public Officials and Officers of the Army and Navy on the active and inactive list, are included in our circulation of over 650,000 Legionnaire readers.

Visualize this important market and the purchasing power it represents — then plan your merchandising efforts to include these prospective buyers.

*we'll help  
you do it*



...and ... organizations are according to every appeal. Foremost of these in numbers, youth and zeal, is of course the American Legion. If sometimes the Legion in its enthusiasm does radical things, it must be remembered that youth which believes is always radical. Youth which believes is never lukewarm and seldom moderate. But of all the needs that America now has for good citizenship and the weakening of the political conscience, undoubtedly this greatly stands among the first. Many patriotic societies, including the women's organizations of every kind, are corporate and exercise a powerful influence.

**The AMERICAN LEGION** *Weekly*

30 Madison Avenue  
New York, N. Y.

New England Representative  
CARROLL J. SWAN

22 West Madison Street  
Chicago, Ill.

Public Claim Representative  
BLANCHARD-NICHOLS-COLEMAN

Excerpt from report presented at the 47th Annual Meeting of The American Bar Association, July, 1924.

# THE NEW YORK TELEGRAM-MAIL

## Six Months' Net Paid Circulation Statement Analyzed Day by Day

The following day by day record establishes the regularity, stability and dependability of the Telegram-Mail's circulation and shows its sound value as a day by day medium for your advertising announcements.

DATE	NET	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
1.		191,913	223,584	Sunday	242,637	206,817	Labor Day
2.		190,334	224,591	226,846	243,684	219,447	208,558
3.		208,970	251,470	260,484	242,793	Sunday	215,282
4.		201,322	Sunday	229,698	171,147	205,324	220,888
5.		235,918	224,874	227,142	231,181	204,657	210,219
6.		Sunday	227,532	226,286	238,008	201,683	228,720
7.		197,350	226,224	264,332	Sunday	198,170	Sunday
8.		201,573	214,963	Sunday	234,888	196,582	227,701
9.		201,593	212,075	228,615	270,121	212,724	218,639
10.		199,100	280,920	226,408	223,717	Sunday	233,961
11.		196,546	Sunday	226,432	219,539	196,950	228,415
12.		233,340	218,646	221,580	232,443	191,620	217,968
13.		Sunday	228,229	222,999	Sunday	203,506	239,952
14.		198,437	226,062	252,610	219,926	202,915	Sunday
15.		213,552	223,350	Sunday	219,596	202,970	222,800
16.		219,733	224,118	229,690	216,068	211,842	224,424
17.		218,311	265,495	231,026	210,888	Sunday	209,054
18.		188,660	Sunday	226,896	211,175	203,135	221,734
19.		237,890	228,986	225,053	226,124	204,126	212,244
20.		Sunday	224,260	220,739	Sunday	200,487	238,623
21.		216,343	219,759	250,321	213,362	202,547	224,424
22.		216,788	223,538	Sunday	213,617	203,353	221,430
23.		224,003	221,525	225,302	215,017	210,980	223,685
24.		218,823	246,747	225,358	210,465	Sunday	225,635
25.		228,872	Sunday	216,576	205,742	201,657	223,986
26.		243,731	220,451	231,997	223,199	202,986	221,670
27.		Sunday	221,871	226,674	Sunday	206,704	260,939
28.		223,620	226,050	260,290	210,771	203,459	Sunday
29.		223,045	225,804	Sunday	210,721	205,104	199,529*
30.		220,662	174,766	240,013	212,046	215,778	195,566*
31.			251,908		200,480	Sunday	

\*Jewish Holidays

Total	5,539,445	6,127,797	823,367	5,968,807	5,315,423	5,499,622
Average	213,055	226,955	232,934	221,067	204,440	219,985

Total number of copies sold in six months.....34,274,461  
Average daily sales.....219,739

*The Government report of 220,707 included free copies distributed for services rendered.*

Western Representative  
J. E. LUTY  
Tower Building, Chicago, Ill.

Publication Office  
73 DEY STREET

Eastern Representative  
DAN A. CARROLL  
110 East 42nd St., New York, N. Y.

vertising New England," by Charles Cheney, treasurer, Cheney Brothers, South Manchester, Conn., "The Co-ordination of Sales and Advertising," by George W. Hopkins, vice-president, Charles W. Hoyt Co., New York. A dinner will follow at which the presidents of the New England clubs will be guests of the Hartford club. Dancing and entertainment conclude the day.

**November 18—Morning Session:** The Industrial Advertising Group will visit the Fuller Brush Company. Chairman: A. C. Fuller, president. Addresses at the plant: "The Psychology of Direct-by-Mail Advertising" by Col. B. A. Franklin, vice-president and general manager, Strathmore Paper Co., Mittingue, Mass., and "The Place of the Catalogue in Industrial Advertising," by Galen Snow, advertising manager, Greenfield Tap and Die Corporation, Greenfield, Mass.

The Retail Advertising Group will visit the Cheney Silk Mills at South Manchester. Chairman: Col. Louis R. Cheney, former mayor of Hartford. Addresses at Cheney Hall by Gordon Shonfarber, sales manager, Gladding Dry Goods Co., Providence, R. I., and by Beatty Stevens, sales and publicity manager, The Shepherd Stores, Boston.

The Insurance Advertising Group will tour insurance company headquarters at Hartford. Chairman: Leon A. Soper, manager, sales promotion department, Phoenix Mutual Life Insurance Company. Addresses at Phoenix Mutual Life auditorium: "Concentrated Sales Effort," by Winslow Russell, vice-president, of the Phoenix Mutual Company, and "Putting Life into Life Insurance Advertising," by George A. Morse, sales and publicity manager, Moore & Summers, Boston.

The Church Advertising Group will visit Traveler's Tower and meet at Center Church House. Chairman: Rev. James Stuart Neill, South Manchester. Welcome by Dr. Rockwell Harmon Potter, pastor, Center Church. Addresses, "Church Publicity," by Mary Caroline Crawford, secretary, Advertising Women's Club, Boston, and "The Use of Motion Pictures in the Church," by Rev. C. C. Marshall, pastor, First Methodist Church, Bridgeport.

The Financial Advertising Group will inspect the Phoenix National Bank. Chairman: A. H. Cooley, president, Mutual Bank & Trust Company, Hartford. Addresses at the bank: "One Way of Securing More Safe Deposit Business," J. W. Longnecker, advertising manager, Hartford Fire Insurance Company, and "Financial Advertising," by Edward L. Greene, manager, Boston Better Business Commission.

A "Nutmeg" luncheon, Hotel Bond Ballroom. Dr. George E. Tucker, medical director, Aetna Life Insurance Company, presiding. Leo Korper, treasurer, Capitol City Lumber Company, will speak on "Why Advertise?"

**November 18—Afternoon Session—Persons Theatre:** Chairman, Gardner T. Swarts, Jr., president, Educational Exhibit Co., Providence. "Underwriting Prosperity," Rev. Christian F. Reisner, D.D., pastor, Chelsea Methodist-Episco-

## SOME ADVERTISERS are Annoyed

when they decide to use "PUNCH" immediately for a campaign, and learn that other firms have already booked up all of the space available for months in advance.

One sympathises with them, yet a similar thing would happen if they decided to patronise the Opera a few hours before it commenced, for they would most assuredly find every seat sold.

The things worth having—in Commerce as in Art—are always limited, and in order to make certain of them plans have to be made far in advance. Keen Advertisers have already shown their appreciation of the value of "PUNCH" by booking in advance for 1925 to such an extent that, for example, the first issue of October, 1925, is already full—almost a year in advance.

For the advertising of High-class Goods in Great Britain and her Dominions there is no medium to equal

# "Punch"

*"The Foremost Humorous  
Journal of the World"*

MARION JEAN LYON

Advertisement Manager. "PUNCH"

10, BOUVIERIE STREET  
LONDON, E.C. 4., ENG.

pal Church, New York. "Making Traditions, TRADE-itions," Harry R. Wellman, professor of marketing, The Amos Tuck School of Administration and Finance, Dartmouth College, Hanover, N. H. "The Outlook for 1925," Roger Babson, Wellesley Hills.

**Banquet at Hotel Bond:** Toastmaster, Clarence Hubbard. An address "Consider the Man Who Grew the Banquet," by E. T. Meredith, president of the Meredith Publications, Des Moines, Iowa, and former Secretary of Agriculture. "Snore," A. C. M. Azoy, Jr., advertising manager, Rogers Peet Company, New York. "North of the Eyebrows," Strickland W. Gillilan, Baltimore.

**November 19—Morning Session:** Hoyt Catlin, sales engineer and advertising manager, The Bryant Electric Company, Bridgeport, Conn., presiding. "What Co-operative Advertising Can Do for New England Industry," Hugh E. Agnew, professor of advertising, New York University. An address by Earnest Elmo Calkins, Calkins & Holden, New York. General business session.

Walter W. Murphy, for several years in charge of automobile advertising of the Dallas, Tex., *Journal*, has been appointed advertising manager of the Munger Automobile Company, of that city.

## P. L. Thomson Addresses Montreal Advertising Club

Philip L. Thomson, president of the Association of National Advertisers and publicity manager of the Western Electric Company, addressed the Montreal Publicity Association on October 29. His subject was "Advertising as a Factor in Moulding Public Opinion."

Mr. Thomson urged that all the interests in Canada try to find common ground and emphasized the important service advertising can render in the advancing of this cause.

## Federated Growers Elect New Officers

The Federated Fruit and Vegetable Growers, at a recent meeting of its executive committee, elected W. B. Rule as assistant secretary and A. E. Weremuth as assistant treasurer.

## Joins Salisbury "Evening Post"

P. G. Laughbridge has joined the advertising department of the Salisbury, N. C., *Evening Post* in charge of local advertising. For several years he has been with the Wilmington, N. C., *Morning Star*.

THE

# SWEENEY

AND

# JAMES

COMPANY

1632 Euclid Avenue

CLEVELAND



# *Yield !*

to the selfish interest of your own greater happiness in dealing with us. Harken to your good judgment that prompts you to try us. Reflect on the significance of our marvelous growth. It is not the result of accident. It is the result of consistent giving of a superior satisfaction. Send that job in today.

## **LU-WIL-KO**

*Ad-Setting • Printing*

725 So. La Salle St., Chicago

**Dominant for 16 years in  
Florida's Agricultural Field**

## the **Florida** GROWER

**A state paper of unusual  
merit. Reaching well-to-do  
fruit growers and pros-  
perous truck farmers.**

### *Representation*

Wallace C. Richardson, Inc.  
New York

John D. Ross  
Chicago

George M. Kohn  
Atlanta

**THE FLORIDA GROWER**  
**Tampa, Florida**

## words

There is a way of tell-  
ing your story in few  
wordswith primer-like  
clarity. We write, de-  
sign & print outstand-  
ing things of this sort



**CURRIER & HARFORD L<sup>d</sup>**

*Selective Advertising*

27 East 31 New York Cal 6076

## **Ice Industries Solid for Carry- ing on Promotion Work**

People are beginning to be "ice-conscious," officers of the National Association of Ice Industries believe. At the seventh annual convention of the association which was held at Chicago last week, the growth of this "ice-consciousness" was attributed in the main to the national and local advertising, trade development work and household refrigeration education promoted by the association during the last three years. This three-year effort is looked on, however, as nothing more than the first cycle of selling the ice industries.

The national association, composed of about 2,000 owners and operators of ice plants, decided without any trace of dissent to commence the second cycle at once, this cycle to cover a five-year period. Going a step beyond this, convention sentiment made it plain that while the details of financing the new campaign should be left to the association's directors there should be an increase in the amount of funds raised. The old levy of one-half cent per ton for advertising and promotion work was regarded as insufficient.

Describing what has been accomplished in the last three years, C. S. Dawley, of Dallas, Texas, said for the association's committee on advertising, "Our educational and publicity work during the past three years has registered some real accomplishments—the principal one being a considerable change in the public attitude toward the industry itself. Any member of this association will grant that invaluable good-will has been gained, the industry has been placed in a different light with the public; the customer has a new understanding of the ice business."

"The day has passed when the ice man is glad to see a cheap 'iceeater' used in the home," the association's household refrigeration bureau reported, "and we are confident that during the spring of 1925 the membership of the association will do a large amount of local work in promoting the sale of the best type of refrigerators, both domestic and wholesale." Speakers on the floor of the convention also made it plain that today the ice industries are definitely opposed to inefficient refrigerators which will not economically maintain temperatures of known value in preserving foods.

Up to the present time the association's advertising has been concentrated in magazines and on poster panels. The magazine advertising which has dwindled in the last two years will be resumed with the pledging of greater support by members of the industry, the advertising committee feels.

Through the trade development bureau of the National Association of Ice Industries newspaper advertising has been used by 507 members of the association in 409 cities in every State. The bureau has also co-operated in the poster panel advertising of members in thirty-two localities.

# Success Bond

**LOUDER THAN WORDS!**  
**L** Appearance often proves more than words can claim. A letterhead on **SUCCESS BOND** creates a more believable impression of integrity, reliability and success than pages of assertions.


**SUCCESS BOND** registers its message upon the eye, ear and sense of touch almost instantaneously—long before words alone could take effect. That the appeal of **SUCCESS BOND** is favorable is best proved by the growing demand for it by institutions depending for their very existence upon friendly contact with the public.

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

Makers of  
 OLD COUNCIL TREE BOND  
 SUCCESS BOND  
 CHIEFTAIN BOND  
 NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WISDOM BOND  
 GLACIER BOND  
 STONEWALL LINEN LEDGER  
 RESOLUTE LEDGER  
 PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# WHO IS E·M·DIAMANT?

Why, ask anybody  
in the trade who  
knows advertising  
type composition.  
Send for booklet,  
*"Typus Fever."*



E·M·DIAMANT  
*Typographic Service*

195 Lexington Avenue at 32nd Street  
CALedonia 6741 New York

## An Estimate of Newspaper Advertising Appropriations

Bureau of Advertising of American Newspaper Publishers Association Has Compiled a List That Estimates Expenditures on Newspaper Space 1923 by Sixty-two Large Organizations

THE Bureau of Advertising of the American Newspaper Publishers Association has prepared an estimate of the expenditure of sixty-two national advertisers in newspaper space during the year 1923.

Special emphasis is laid on the fact that the figures are estimates by the Bureau in a statement giving the following information:

"So far as the Bureau knows, this is the first time a compilation of this sort has been made. Figures showing the appropriations of magazine advertisers have been published annually for a number of years. The many difficulties in the way of obtaining similar estimates in the newspaper field have been considered heretofore sufficient reason for not attempting the task.

"In deciding to undertake the work, the Bureau was actuated by the constantly growing demands of advertisers and agencies for data of this character. The Bureau has estimated with reasonable accuracy the total volume of national and local newspaper advertising, but the amounts spent by individual companies have remained something of a mystery.

"While ten advertisers who spent \$1,000,000 or more in 1923 are listed, there are many others in this class whose names do not appear.

"There are scores of others whose expenditures fall between the \$1,000,000 mark and the minimum of \$100,000, and then beyond this group there is the vast army of national or sectional advertisers who spend less than \$100,000.

"The tabulation suggests that there is no fixed sum covering the cost of a general newspaper cam-

paign. Some advertisers find it profitable to spend much; others accomplish their purpose by spending a little. A great deal depends upon the advertiser's merchandising plan and the number of markets in which he may find profitable business."

The Bureau's list of estimated expenditures on newspaper advertising during 1923 is as follows:

American Tobacco Company	\$1,700,000
Lever Brothers Company	1,500,000
Standard Oil Co. of Indiana	1,500,000
Victor Talking Machine Company	1,500,000
Calumet Baking Powder Company	1,200,000
Dodge Bros.	1,200,000
United States Rubber Company	1,110,000
Literary Digest	1,080,000
Liggett & Myers Tobacco Company	1,000,000
Wm. Wrigley, Jr. & Company	1,000,000
Corn Products Refining Company	900,000
Pepsodent Company	800,000
Buick Motor Company	600,000
B. F. Goodrich Company	600,000
H. J. Heinz Company	600,000
Clicquot Club Company	550,000
Hupmobile Motor Car Corporation	530,000
Goodyear Tire & Rubber Co., Inc.	525,000
Firestone Tire & Rubber Company	500,000
General Cigar Company	500,000
Hart Schaffner & Marx	500,000
Sun-Maid Raisin Growers Association	485,000
Kellogg Company	450,000
Armstrong Cork Company	430,000
Colgate & Company	430,000
Packard Motor Car Company	400,000
Procter & Gamble Company	400,000
Quaker Oats Company	400,000
Chevrolet Motor Car Company	325,000
Atchison, Topeka & Santa Fe R. R.	300,000
Cheek-Neal Coffee Company	300,000
Portland Cement Association	300,000
Union Pacific R. R. System	300,000
Franklin Automobile Company	285,000
Borden Sales Company, Inc.	265,000
Autostron Safety Razor Company	250,000
International Magazine Company	250,000
Pompeian Laboratories	250,000
Southern Cotton Oil Trading Company	250,000
New York Central Lines	240,000
California Fruit Growers Exchange	240,000
Coca-Cola Company	225,000
Eastman Kodak Company	225,000
Anheuser-Busch, Inc.	220,000
Simmons Company	205,000
Johns-Manville Company	200,000
Andrew Jergen's Company	200,000
Hurley Machine Company	200,000
Alfred H. Smith Company (Djer-Kiss)	200,000

# Advertising and Sales Executive

## *Wants a Bigger Job*

Entering 4th year with quality chain system of great reputation, operating stores in all important cities. This young man of 34 has an advertising, selling and big business background of over 15 years. He is accustomed to large responsibilities, and to directing and producing advertising that results in sales.

This man is ideally fitted for any position requiring a man of winning personality, self-confidence and executive ability. He can write, sell, buy, talk or travel — anywhere in the country! Above all, he wants a life-long connection where his earnings and advancement will be limited only by his ability to produce.

This man now earns \$7000; but genuine opportunity is more important than starting salary.

*If you can't use this man now, will you kindly "make a note" and then send this to someone who might be interested? His name is below*

**HARRY SIMMONS**  
17 North State Street  
Chicago, Ill.

A. Stein & Company ....	200,000
Pond's Extract Company ..	200,000
Vick Chemical Company ..	200,000
American Radiator Company	175,000
Famous Players-Lasky Corporation .....	165,000
B. Kuppenheimer & Company .....	150,000
Northern Pacific Railroad Company .....	150,000
Metropolitan Life Insurance Company .....	125,000
Edison Electric Appliance Company .....	115,000
Van Ess Laboratories, Inc.	115,000
Vacuum Oil Company ....	105,000
McCall's Magazine .....	100,000
Washburn Crosby Company	100,000

### Bertram R. Brooker Buys "Marketing"

W. A. Lydiatt has disposed of his interest in Marketing Publishers Ltd., Toronto, to Bertram R. Brooker who becomes publisher of *Marketing*, "Lydiatt's Book of Canadian Advertising Data" and "Who's Who in Canadian Advertising." This change in ownership becomes effective with the November 15 issue of *Marketing*.

Mr. Brooker has been with the Toronto *Globe* as promotion manager. He formerly was with Marketing Publishers Ltd. as vice-president and business manager. For three years he was promotion manager of the Winnipeg *Free Press* and at one time he was advertising manager of the Regina, Sask., *Leader*.

### William Eugene Lewis Dead

William Eugene Lewis, president of the Lewis Publishing Company, New York, publisher of the New York *Morning Telegraph*, died at his home at Great Neck, N. Y., last week. He began newspaper work in 1890, and in succession was managing editor of the old Kansas City *News*, the Chicago *Times*, the New York *Morning Telegraph*, and the Philadelphia *North American*. In 1903 when Edward R. Thomas obtained control of the *Morning Telegraph*, he returned and continued with that paper until his death.

### C. A. Holcomb Joins Smith, Endicott Agency

Charles A. Holcomb, formerly with Frank Seaman, Inc., New York, and more recently with Walter B. Snow & Staff, Inc., Boston, has joined the Smith, Endicott Company, Boston, advertising agency. He will be in charge of service and production.

### Nemo Corset Account to J. Walter Thompson

Kops Bros., Inc., New York, manufacturer of Nemo corsets, has appointed the J. Walter Thompson Company, Inc., New York, to direct its advertising account. This appointment becomes effective January 1.

## To advertisers who care for appearances

We have heard much about freedom of speech, freedom of action and other kinds of freedom, but take them all away and we still have left the *freedom to look at what pleases* and turn our eyes away from what displeases.

Nobody seriously questions the fact that *we see what we want to see* and pay scant attention to what displeases our optical sensibilities.

If you don't care how your advertisement looks, don't expect many readers to care to look at it.

Our clientele is steadily increasing among agencies and advertisers who believe good art work and good copy require good typography. Are you a convert? Then let our typography talk for you.

WIENES TYPOGRAPHIC SERVICE  
INCORPORATED  
203 West Fortieth Street  
New York

Our 24-hour service insures quick mailing of out-of-town proofs!

## Business-Paper Copy Ties Up with Association Campaign

The United States Leather Company, in its business-paper advertising, is calling attention to the campaign of the American Sole & Belting Leather Tanners, Inc., in which it is participating. Referring to the co-operative advertising, the business-paper copy says: "Through the combined efforts of most of the tanners of sole leather the American people are being brought to realize the incomparable merits of good leather."

As a result of this educational advertising, the copy explains, the shoe manufacturing trade is having an added value placed on its product because the public is alert to recognize where quality exists. The company ties up its trade-paper copy with the national campaign of the industry by announcing: "We are not only contributing to a fund to educate the public, but we are one of the recognized factors in supplying that quality in sole leather which is so essential to success in this co-operative movement."

## Gregory Tire Campaign for Western Canada

The Gregory Tire & Rubber Company Ltd., Port Coquitlan, B. C., has commenced a campaign in Western Canadian newspapers on Gregory tires. This advertising is directed by Crawford-Harris Ltd., Vancouver, B. C., advertising agency.

## Wrigley Net Income Higher

The William Wrigley, Jr., Company, Chicago, for the nine months ended September 30, 1924, reports net profits of \$13,194,967, as compared with \$11,421,874, in the corresponding 1923 period. Expenses are shown as \$5,208,239, against \$4,510,339, in the same period of last year. The net income for the first nine months of the current year, after expenses, depreciation and Federal taxes, is given as \$6,758,835, against \$5,740,459, in the first nine months of 1923, an increase of \$1,018,376.

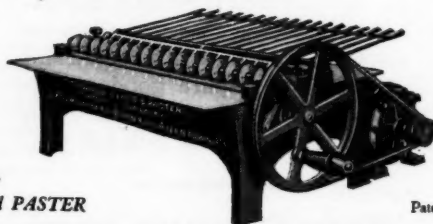
## Business Street Votes Advertising Fund

The Fifty-second Street Allied Business Association was recently organized at Philadelphia to promote the interests of Fifty-second Street, a business thoroughfare of that city. It has voted an appropriation of \$20,000 annually. This sum is to be used to advertise to the public the advantages of shopping in Fifty-second Street. C. W. Weaver was elected executive secretary.

## Buys Provo, Utah, "Herald"

W. H. Hornibrook, formerly publisher of the Porterville, Calif., *Recorder*, and the Vancouver, Wash., *Columbian*, has purchased the Provo, Utah, *Herald*, from E. C. Rodgers. Mr. Rodgers acquired control of the newspaper in March, 1921.

# made by Grammes



**"TRABUE"**  
**GLUER and PASTER**

Patent No. 1302921

**S**INCE 1912 this machine is serving leading manufacturers and shippers in economically and efficiently handling their pasting problems. Spreads liquid adhesive up to 19 in. wide on paper, cloth, cardboard, leather, and similar products.

Do you have any pasting problems?

**L.F.**

GRY & BIRCHMAN, Inc.  
MANAGEMENT

**GRAMMES**

ESTABLISHED 1875

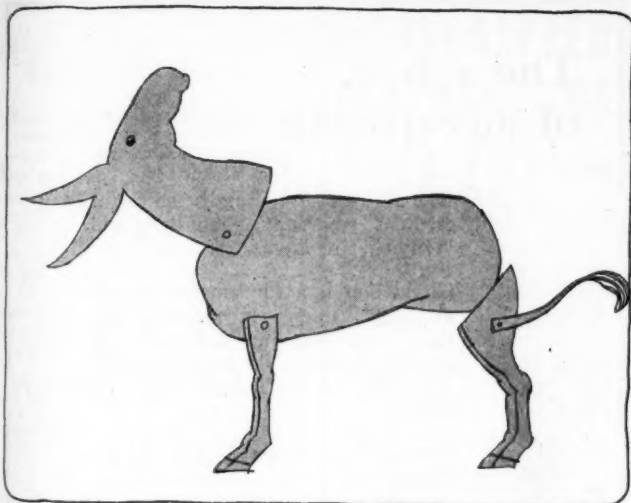
**& SONS**

**INC.**

**ALLENTOWN**

**PA.**

403 Union St.



generally it is an advantage to have ART WORK done in an Organization where the several parts are *homogeneous elements* of a unified creation, where the heading, tail piece, body of the "ad" and "limbs" so to speak, are not only excellent in themselves, but *where they Fit!*.... Our ART staff comprehensively covers the requirements for complete Advertising Reproduction ~ with Ideas Figures, Lettering, Decoration, Mechanics; Visualizing Ability to *Interpret* Copy and Assemble numerous elements into a simplified whole.....

**J. ALBERT CAVANAGH**  
 2 West 46 St., New York  
 ART FOR ADVERTISING  
 Telephone · Bryant 6505

## The a, b, c, of advertising

The a b c of advertising is the use of A. B. C. reports for establishing and verifying circulations.

Circulation is a fundamental of advertising values. It measures the size of the audience addressed, defines the extent of the market covered and indicates the possible effect on sales.



Because these things are true, the advertiser not only is entitled to an accurate and dependable measure of circulation, but *must have it* if he is to advertise intelligently and economically.

The only way this measure can be established is through the use of reports of the *Audit Bureau of Circulations*. Its terms are standardized, its methods are uniform and its authority unquestioned.

In the business-paper field quantity of circulation is shown along with distribution by occupations—a combination that enables the industrial, trade or class advertiser to study circulations with complete information as to their character.

*Send for a copy of*

**"THE MEASURE OF YOUR MESSAGE"**

**AUDIT BUREAU OF CIRCULATIONS**

**202 S. STATE STREET, CHICAGO**

## Co-operation Between American and British Publishers

**T**HE Associated Business Papers, Inc., has officially recorded the opinion that American business-paper publishers should seek closer contact and should work in co-operation with British publishers of business journals.

A resolution embodying this opinion was unanimously passed at the annual convention of the Associated Business Papers in New York last week. That resolution read as follows:

The members of the Associated Business Papers, Inc., believe that world-wide peace and prosperity will come through a consistent development of international trade. To the end that American manufacturers have the benefit of the service and advice of the business press in Great Britain, and to the further end that the business press of Great Britain receives suitable recognition on the part of American manufacturers conducting trade development in the British Isles, it is the sense of this meeting that members of the Associated Business Papers, Inc., should lend their best efforts toward effecting contact between the British business press and Americans undertaking trade development work in Great Britain.

### "Implement & Tractor Trade Journal" Changes

Arthur M. Sedgwick has joined the staff of the Samuelson-Mitchell Company, publishers' representative, Kansas City. He recently was associate editor of the *Implement & Tractor Trade Journal*, also of Kansas City.

Lewis A. Lincoln succeeds Mr. Sedgwick as associate editor of the *Implement & Tractor Trade Journal*.

### A. M. Evans with New York "Mirror"

Alfred M. Evans has joined the national advertising department of the New York *Daily Mirror*.

He was formerly with the Gravure Service Corporation, New York, and at one time was with the New York *Evening Post*.

### Newspaper Campaign for Radio Receiver

The Gold Medal Radio-Phonograph Corporation Ltd., Uxbridge, Ont., has started a newspaper campaign in Canada on its Quadrodyne radio receiver. This advertising is directed by the Clarke E. Locke Advertising Agency, Toronto.

## LITHOGRAPHED LETTERHEADS

Lots of \$ **1.75** per  
12,500 Thousand

Lots of **1.25** per  
25,000 Thousand

### COMPLETE

**T**HIS exceptionally low price applies to lithographed letterheads in black ink only on White Paramount Bond, 20 lb. basis. High-class work guaranteed. We will be pleased to furnish samples of our work and paper on request. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Send for booklet of engravings and prices.

A deposit of 50% is required from concerns not having a first class rating.

### GEO. MORRISON CO.

430 East 53rd Street, New York City

TELEPHONES PLAZA 1874-1875

Established 1898 Incorporated 1905

References—Bradstreet's, Chatham & Phoenix National Bank, 57th Street Branch, N. Y.

## AVAILABLE AN ASSISTANT OR CO-OPERATIVE PUBLISHER

As a mature, experienced man I am interested in making connection with a publisher or publishing house. Possibly as an assistant or co-operative publisher of a general magazine, business or farm paper.

For the past 20 years I have had unusual experience in the publishing, managing, circulation, merchandising and selling departments of national magazines. Can successfully handle and direct men.

The best of references can be exchanged. The immediate revenue, while desired, is not the prime factor. My friends know me as

**MATT C. YOUNG**

519 Oakdale Avenue

Chicago, Ill.

Telephone Wellington 7083

## Exhibit of Advertising Art at Atlanta

The Atlanta Advertising Club is sponsoring an exhibition of commercial art which is being held at the Ansley Hotel, Atlanta, from November 1 to 8. The purpose of the exhibition is to acquaint advertisers of Atlanta and the South with the manner in which commercial art can be used.

Exhibits are divided into the following groups: Paintings and drawings in color; figures and still life; black and white illustrations and designs; magazine and newspaper pen-and-ink sketches; decorative designs; photographic, and posters of all sizes, including car cards.

George Ripley, Jr., president of the Ripley Poster Advertising Company, Atlanta, is chairman of the committee in charge of the exhibition. At the same time there is being held a merchants' clinic, so that both retailer and manufacturer can study the problems of advertising and merchandising.

## New Advertising Business at Cincinnati

A new advertising business to be known as John Bunker, Inc., has been formed at Cincinnati. John Bunker is head of the new concern which will conduct an advertising service for real estate brokers. He has been advertising manager of the Frederick A. Schmidt Company, Cincinnati, real estate, and will continue to direct its advertising and publicity.

## W. A. Lydiatt Starts Toronto Advertising Business

W. A. Lydiatt and W. G. Abel have formed a new advertising business at Toronto under the name of W. A. Lydiatt Ltd. Mr. Lydiatt, as reported elsewhere in this issue, has disposed of his interest in Marketing Publishers Ltd., Toronto, publisher of *Marketing*, which he founded in 1918. For a number of years he was engaged in advertising agency work in the United States and Canada. He was formerly with N. W. Ayer & Son and J. J. Gibbons Ltd.

Mr. Abel was formerly Toronto representative of the *Grain Grower's Guide*, Winnipeg, and, for the last year, has been with Smith, Denne & Moore Ltd., Toronto, advertising agency.

## R. P. Copeland to Join Hyde-Baumler, Inc.

Robert Palmer Copeland, assistant advertising manager of The Goulds Manufacturing Company, Seneca Falls, N. Y., will join Hyde-Baumler, Inc., Syracuse, N. Y., printing, as sales manager, on November 15.

## Appoints Rankin Agency

The advertising account of the Banff Laboratories, Inc., Chicago, manufacturer of Bobit, a preparation for bobbed hair, has been placed with the Chicago office of the Wm. H. Rankin Company, Inc.

## FOR SALE

### *Pollard-Alling System of Addressing*

- 3 Reliefographs, for embossing names and addresses on aluminum plates. Capacity each machine, 150 to 250 addressed plates per hour.
- 2 Style "H" motor driven Addressers. Capacity each machine, 9,000 addresses per hour.
- 1 Combination addresser. Capacity 10,000 to 12,000 addressed wrappers per hour and 20,000 to 25,000 addresses per hour on proof.
- 3 Automatic Addressers, for printing the addresses on the publication direct. Capacity each machine, 10,000 to 12,000 addressed publications per hour.

ALL IN "A-1" CONDITION

*If interested, detailed information will be furnished on request*

C. M. Earley, Manufacturing Director  
American Lithographic Co., 52 East Nineteenth Street  
New York, N. Y.

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# most—

## advertising!

Year after year The Tulsa World leads ALL Oklahoma newspapers in total advertising volume.

## circulation!

50% more circulation than any other newspaper in eastern Oklahoma.

## want ads!

Regularly prints over twice as many individual want ads as any other newspaper in this territory.

## news features!

Leads by a wide margin in timely local and wire news, and special features.

# TULSA WORLD

OKLAHOMA'S GREATEST NEWSPAPER

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## WANTED--a \$250,000 Salesman of Lithography

Man of highest type, who has sold \$250,000 to \$500,000 worth of business in this line, yearly, and feels he has reached the limit of his earnings and opportunities in present connection.

To this man, if he has a clean record of getting and holding the best class of business, we offer one of the finest opportunities in the lithographic trade today. Two or three territorial arrangements are possible, depending somewhat upon your present location.

Ours is one of the oldest and best-known houses producing high-grade lithographic labels, cartons, folders, booklets, displays, etc.

Our customers have been won on merit and held by fair dealing. The man we seek will help us to take care of our present and future expansion plans.

His salary will be the top-notch figure for the volume of business shown by his past record, plus a very substantial bonus, increasing periodically as sales increase.

The one thing we demand is a man of character and ability in our line, who "stays set." He will have been with his present house for a considerable time, and if he is the right man he will stay with us as long as he remains in the lithographic business, because we will pay him every cent he earns, will not tie his hands, will help him to break all his past records, and give him every opportunity to share in the future success of the business.

You may write us in all confidence. Give your record year by year for past five years or more. If this opportunity appeals to you as strongly as we hope, you may 'phone Main 8107, Rochester, N. Y.; or Central 7907, Chicago; or Longacre 8309, New York, for immediate interview.

"W. E.," Box 167, Printers' Ink

P. S.—Also have room for two younger men, "comers," now in \$100,000-\$150,000 class.

## Fur Industry Moves to Eliminate Misrepresentation

To eliminate misrepresentation in the advertising and sale of furs, a dictionary of fur names is about to be issued by the National Association of the Fur Industry, New York, an organization of fur manufacturers and dealers. This dictionary, which is the first of its kind, will be placed in the hands of retail furriers throughout the country, David C. Mills, general director, informs *PRINTERS' INK*. "It was found necessary because of the confusing variety of furs now on the market, many of them masquerading under new names to hide their real identity. The dictionary brands the improper titles and gives their true name and nature," he said.

Altogether, 265 names of fur are described. Preceding the dictionary proper, are listed rules for the strict observance of fur advertisers. According to these rules, advertisers are guided as follows:

In describing a fur, in every case the correct name of the fur must be the last word of the description; and if any dye or blend is used imitating another fur, the word "dyed" or "blended" must be inserted between the name signifying the fur that is imitated, and the true name of the fur, as "Seal-Dyed Muskrat" or "Mink-Dyed Marmot."

Where goods are sold under a registered trade-mark, that trade-mark should not be intent or otherwise, be capable of misinterpretation by the public. Where trade-marks have been established in common use, the advertiser should invariably indicate by suitable descriptive matter, in addition to the trade-mark, just what the fur is.

## C. H. Carson Returns to Roanoke Newspapers

Charles H. Carson has joined the Times-World Corporation, Roanoke, Va., publisher of the *Times* and *World-News*, with which he was formerly associated. He will be in charge of a new, promotion and service department. Mr. Carson previously was general manager of the Johnson City, Tenn., *Staff*, and was more recently with the Johnson City *News* in a similar capacity.

## New Hosiery Line to Be Sold Direct to Consumer

Revere Mills, Inc., recently organized at Buffalo for the manufacture of hosiery, has appointed the E. P. Remington Advertising Agency, of that city, to direct its advertising. The company will sell direct to the consumer. An advertising campaign, which includes magazines and salesmen's publications, is planned.

## "Charm" Appoints New England Representatives

Burlingame & Burns, publishers' representatives, Boston, have been appointed New England representatives of *Charm*, Newark, N. J.

# Today

As this piece of advertising copy is being written, there comes to our office a letter from the managing director of one of the great Canadian textile manufacturing corporations.

Today—the day that this is being written—is Tuesday. The letter from the great Canadian manufacturer says that he will be in Boston, at the Copley Plaza, Wednesday and Thursday of this week and will we introduce to him at that hotel, several men who would be interested in the position of general manager of his company. The pay is \$10,000 to \$12,000 a year to start. We hope to be able to serve this Canadian textile manufacturing corporation.

Today, the overseer of weaving in the fanciest woolen and worsted men's wear mill in the United States has been in to see if we can land him as assistant superintendent in some good woolen and worsted mill. He feels that he is equipped for advancement.

Today, a great soap manufacturer has written us that he will be in our office next Monday morning and wants us to have several salesmen lined up from whom he can pick a man for the New England territory.

Today, the best chief engineer in the textile industry came in to talk with us about a position that has been offered him—chief engineer and master mechanic for a group of eight prominent New England textile mills.

All of this before noon on Tuesday.

There is no other organization in the textile industry that has the confidence of the industry like the American Wool and Cotton Reporter, none is called upon for so much service. No other organization is equipped like the American Wool and Cotton Reporter to give immediate and satisfactory results to advertisers.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and the industry warrants, but we also want to give a personal service to every advertiser.

Standard 7x10 Page

Established 1887

Charter Member A. B. C.

Largest Circulation of Any Textile Publication

## American Wool and Cotton Reporter

BENNETT SERVICE

Boston  
530 Atlantic Avenue

Greenville, S. C.  
229 E. Stone Avenue

*Advertising*  
based on  
knowledge  
that *benefits*  
the  
Consumer



WM. H.  
**RANKIN**  
COMPANY *Advertising*

1 West 37th Street, New York  
180 N. Wabash Avenue, Chicago

SAN FRANCISCO  
TORONTO

AKRON  
Established 1899

WASHINGTON, D. C.  
LONDON

# Selling an Industrial Product to Disinterested Buyers

The Raymond Concrete Pile Co. Finds a Way to Reach the Building Owner through the Contractor, Engineer and Architect

By Roland Cole

THE manufacturer who makes a product that goes into another product, and thereby buries its identity, is often up against a difficult selling problem when he attempts to get his story over to the ultimate buyer of the complete article.

Manufacturers of raw material generally have this kind of a situation to deal with. In the men's clothing field there are makers of fabrics who sell their goods to clothing manufacturers and in order to set in motion an influence that will work on the garment maker, they call on retail clothing dealers and seek to interest them in their make of cloth. Manufacturers of leather, like Vode and Vici kid, advertise to the consumer and persuade women to ask shoe dealers for shoes made of such material. Other products that are advertised to the general public, though few readers are buyers, are Armco iron, paving bricks, copper, lacing hooks for shoes, lumber and scores of other things.

But when the article is one that is sold to industry, and the buying group is limited, the situation takes on quite a different aspect from that presented by the problem of selling an article of practically general consumption. And when the buyer of the complete article cannot be located, or for some reason remains indifferent to the sales appeal, then the problem of reaching the buyer becomes one which may well cause the manufacturer of such an article some concern.

Somewhere about the year 1898 a man invented an idea for foundation work under buildings. It was so good an idea he was able to patent it. He thought the owners or builders of large buildings, like factories, office build-

ings, hotels, schools and hospitals, would be glad to know about his invention and use it. But they weren't glad at all. They even said they didn't care a hoot about the foundation, or, rather, what supported it. Of course they did care, but didn't know enough about the subject to want to know any more.

That was in 1898. This is 1924 and the man has built up an extensive business on his idea. But building owners are apparently just as indifferent as they used to be. When this man talks to an owner today, he appears to get as little interest as he did in 1898. The owner seems to be so constituted mentally that he is unable to become "foundation conscious."

The business referred to is that of the Raymond Concrete Pile Company, of New York. It is an example of the kind of product where the buyer is definitely known but cannot be easily interested in it. One reason is that concrete piles are sunk into the earth and are therefore "lost to name and fame." There is so much that remains visible to sight and touch above ground in connection with building operations that it seems a little natural for the builder or owner to be indifferent on the subject of what supports the structure.

Besides, a concrete pile is not a particularly interesting thing even to a builder, so the problem of making it interesting and a description of how the Raymond Concrete Pile Company secured the interest of those concerned in the erection of large buildings, should reveal a number of suggestions to others who have a like problem.

The sales and advertising methods of the Raymond Concrete

Pile Company have been so effective that people have demanded Raymond piles for buildings where the soil conditions, in the company's opinion, did not make them necessary, and where it has therefore refused to put them in. This happy result of being in a position to turn down business is attributed by the company to the effectiveness of its advertising and the policy adhered to for many years of using large space and advertising during good times and bad. As a result, sales are uniform year after year and frequently the company is busy when companies in allied lines are not.

An order for Raymond concrete piles is a contract. The company's salesmen are engineers. All the company has to sell is a "method" and the service which goes with it, involving a steel shell (patented) which by means of a collapsible steel mandrel, or core, is driven into the ground with a steam hammer. When the shell is driven to the desired depth, the "core" is collapsed and withdrawn, and the shell is filled with

concrete. The concrete hardens within the shell and the latter remains in the ground protecting the concrete from moisture in the soil and from distortion. A large amount of specially designed equipment makes it possible for the company to do this work expeditiously and efficiently.

Such is a Raymond "cast-in-place" concrete pile, and a job may consist of placing one pile or any number, depending upon the nature of the foundation footing required. The company also manufactures "pre-cast" concrete piles for use under docks, bulkheads, sea-walls, retaining-walls, railroad track elevations, as well as buildings of the kind mentioned.

When the man who builds a building or other structure professes not to be interested in whether it is to be built on piles, or a particular kind of pile, those nearest to him must be approached. In the case of a building owner these men are the architect, the civil engineer, the builder and the contractor.

The nature of the sales prob-

## Wanted

### Good Advertising and Printing Executives As Branch Sales Managers

Must be experienced in the printing arts and understand the operation of the different types of printing machinery and processes used in producing:

### Halftone, Offset, Litho, Rotogravure or Letterpress Printed Matter

Must be willing to locate in and travel out of any of the following cities—one man in each city:

**Boston**  
**Philadelphia**  
**Cleveland**

**St. Louis**  
**Atlanta**  
**Los Angeles**  
**Kansas City**

**Chicago**  
**New York**  
**Minneapolis**

We manufacture a high grade line of interest only to the better newspaper and magazine publishers, printers, lithographers, photo-engravers, etc.

The man we want must be capable of earning \$5,000 to \$15,000 a year.

Dignified proposition of unusual merit and excellent opportunity, in good, going, staple business. Investment of \$25,000 required. Address "R," Box 22, Printers' Ink.



## Advertising is like a Ship

When merchants of old sent their sailing vessels to sea in search of riches, they little knew when they would return—perhaps never—sometimes laden with cargo—more often with empty holds.

To-day great ships cross and recross the seas and sail to the utmost ends of the earth with speed, directness and safety, returning loaded with wealth of every description.

Advertising is like a ship—you send it out—but will it reach its destination and return bringing results? Advertisers in the "Farmer's Advocate" find that their message does reach those for whom it is intended and returns with results many times greater than the expenditure.

When you wish to reach the cream of the farm homes in Canada, use that good ship "Farmer's Advocate" which for 58 years has been the farmer's favorite paper and which to-day is being read by more than 62,000 farm families from coast to coast.

Remember for safe, quick conveyance of your advertising to the Canadian Farmer, use the "Farmer's Advocate."

Further particulars of rates, etc., will be gladly sent you on request by the publishers, or any recognized advertising agency will gladly give you the information you require.

*Now a National Farm Paper*

Member A.B.C.

Member A.B.C.



THE WILLIAM WELD CO., LTD., London, Ont.

# WANTED

## An Advertising Writer Who Can Earn \$6000

A national advertising organization located in New York City, has an opening on its staff for an additional copy writer. The beginning salary is \$5200. At the end of twelve months it will become \$6000, with opportunity for advancement to increasingly important positions.

The man wanted must be versatile—able to impart a leaven of liveliness to stodgy subjects; hustle out a house organ, booklet, or broadside; or prepare with equal facility pages for The Saturday Evening Post and other representative periodicals.

A man, 25 to 35 years of age, with training in general reportorial and magazine writing supplementing his advertising experience, is preferred.

Include examples of work with the first letter. Correspondence will be confidential.

This is primarily an opening for some man whose first interest is in opportunity.

Address "N," Box 20,  
Printers' Ink.

lem in selling concrete piles is such that the product cannot be sold as products generally are sold. A salesman can seldom make a direct approach. The selling is done incidentally, or by indirection. The owner is not accessible, or if accessible, is indifferent.

### "SOCIAL" SELLING OF TECHNICAL KNOWLEDGE

The function of the sales force is not primarily to sell but to "become acquainted with" and be of service to those who have a voice in deciding whether piles are to be used on a building job. Such salesmanship is in large part a kind of "social" salesmanship. It means contact with the prospect not entirely on his business side but on his social side as well—helping him solve foundation problems in which the company is not directly interested, meeting him at his club, on the golf links and upon other occasions, and coming to be known to him as a competent, pleasant and agreeable person who fortuitously, and even sometimes providentially—when the architect or engineer happens to mention that he is engaged in the study of a foundation problem—is able to be of service.

Once acquaintanceship is established, solicitation of the prospect may be as abrupt, direct, intense and persistent as the nature of the acquaintanceship warrants. Salesman and prospect are both professional men and the sale will not be a high-pressure effort to get a signed order but an exchange of technical knowledge and experience as between one gentleman and another, if you get the distinction.

Not that it doesn't require a high order of salesmanship to observe the professional amenities and get the order. The sales representatives of the Raymond company are all that good salesmen have to be, and in addition engineers, with enough *sang froid* to freeze on to an order without too much ardor.

The sales organization of the company consists of branch offices in about nineteen cities in the

## THE LOST ART

BERTRAND L. CHAPMAN

"*THE first duty of a man is to speak; that is his chief business in this world.*" ¶ *But with message-to-Garcia directness we make ten words do one-fourth, fifty words one-half of the work of expressing such thoughts as we are not ashamed of. In business correspondence we use the vocabulary of a peasant, about four hundred words.* ¶ *"For want of good conversation, one's understanding and invention contract a moss on them, like an old paling in an orchard"* ¶ *I'll warrant it makes Ben Franklin turn in his grave.*

"**T**HERE are men that it weakens one to talk with. It is better to lose a pint of blood from your veins than to have a nerve tapped. Nobody measures your nervous force as it runs away, nor bandages your brain and marrow after the operation."

"Half-engaged in the soil, pawing to get free, man needs music to disengage him."

"The most solid and lasting recreation, the most excellent refreshment of the soul, is to be had from very serious converse," not "the shallow, empty fatuities of smart social chatter, the quips and sallies of fools, the crackling of thorns under the pot."

Have we "lost our lamps"? Do we "go about," as David Grayson says, "in daily drudgery, a dim, dull, uninspired daily life"?

"Do you long for the conversation of the wise?" Read. But "life is short. Do you know, if you read this, that you cannot read that? Will you go and gossip with your housemaid or your stable boy, when you may talk with kings and queens?"

"When I see men muckraking in a litter of fugitive refuse, I think of the old man raking in the straw and dust, whilst he will not see the Angel who offers him a crown of gold and precious stones." "Be sure, then, to read no mean books. - Shun the spawn of the press on the gossip of the hour."

What was it "made yon Preacher zealous for the truth; yon Poet wistful for the star:—fired the cheek of Youth—?"

Can we not catch the spark? Like bashful boys must we always bore our friends with bread-and-butter "patter," personalities and "josh"? If we standardize our talk, if we get to thinking en masse, we shall have committed soul suicide.

Let's "send our minds adventuring," "rove abroad, have an oar in every man's boat, taste of every dish, sip of every cup," find the thought back of the fact, in

## THE FORUM

Guide, Philosopher and Friend  
of the Thinking Minority

EDITED BY HENRY GODDARD LEACH

Park-Lexington Building, New York

Reprinted from last week's *Printers' Ink*, minus typographical errors.



# Day and Night

## Advertising Agency Service

**Proofs submitted** on short notice from our own modern and completely equipped composing room.

**Matrices and Plates,** with a guarantee of perfect reproduction, supplied quickly from foundry in our own building.

**Copy telegraphed** for immediate insertion with expert type instructions through branch office of Postal Telegraph Company directly from our building to all parts of the United States.

**Complete Copy and Art Service** covering every phase of advertising available for your use if required.

Advertisers desiring this service should telephone **Rector 8030** before five o'clock and ask for one of our officers.

**Rudolph Guenther—Russell Law**

Incorporated  
Advertising Agency

131 Cedar Street

New York

United States and representatives in Canada, England and other countries. The sales and engineering staff includes experts in design and installation of concrete piling for all purposes.

An important function of the company's sales campaign is performed by its catalogue—a sixty-page document entitled "Raymond Concrete Piles." This catalogue is an interesting compilation, considering the nature of the company's selling proposition. One expects it to be a text-book of engineering information, or a compact hand-book for the architect and engineer—something to be filed away for future reference.

#### RAYMOND HAS AN UNUSUAL TECHNICAL CATALOGUE

It looks, however, more like a piece of promotional literature. The illustrations are mainly reproductions of photographs, showing Raymond piles in course of construction, to meet various conditions, and completed buildings under which Raymond piles were used. Supplementing these photographs are many diagrams of practical value to the architect and engineer, with specifications, dimensions, typical pile footings, working loads and comparisons of wood piles with concrete piles.

In other words the catalogue is really a data-book in "prospectus" form which, while containing much of the technical information wanted by the engineer and architect, is primarily a piece of sales literature. It is distributed only on request, left by a sales representative or mailed, according to circumstances, and is attractive enough in appearance to invite immediate perusal when received by the architect or engineer, and practical enough in contents to warrant filing away for later use.

The advertising of the Raymond Concrete Pile Company has a number of distinctive features about it: First, it is confined to the class of readers immediately interested. This means it runs in architectural, engineering and other publications read by contractors and builders. Second, it is continuous from year to year

## WANTED

A man in his early thirties to supervise the designing and printing of labels; must be well versed and tasteful; one who can make market analyses in advance of the launching of new products sold through the drug trade and offer sound recommendations; a man whose experience has so developed his tact that his activities in the midst of employes long in service will win their co-operation. To that man there is an opening with a future in the organization of one of the principal houses in the field. Write fully in confidence giving essential details including salary expectations.

Address "T," Box 23,  
care of Printers' Ink.

and has been for a period of years. Third, it is and has been for a long time full page copy, notable for attractive layout, illustration and a certain dignity and distinctiveness in text. Fourth, it is prestige-creating copy as distinguished from the inquiry-pulling kind. The reader is not asked to write for the catalogue, nor is the catalogue mentioned. Fifth, just one point is stressed over and over again in the text of every advertisement. As an example of this, the following is the complete text of a recent advertisement:

"The Raymond Steel Shells (which are driven and left in the ground to protect Raymond Concrete Piles) are heavy—they are spirally reinforced with heavy steel wire, and they perfectly withstand heavy soil pressure, thus preventing distortion of the Raymond Concrete Pile column."

This, followed by the company's name, its New York, Chicago and Canadian addresses, the line "Branch Offices in, Principal Cities," is all there is to the copy,

besides the slogan, which runs in every advertisement—"A form for every pile. A pile for every purpose." The rest of the advertisement is decoration and pictures—with photographs of work taken on the job.

#### ADVERTISING PROTECTS AGAINST PATENT EXPIRATION

In presenting this description of the sales and advertising activities of the Raymond company, one other point should be mentioned. The sectional steel shell, used in the "Raymond Method," is a process owned by the company and protected by patents. Patents, however, eventually expire. The advertising of the Raymond company is an insurance of sales and good-will against the day when others may have the right to use the process.

Steady growth and expansion of the Raymond business from a local beginning twenty-five years ago to its present dimensions is sufficient testimony to the effectiveness of its sales and advertising methods.

## Will Invest In a Business

A young man (about 35), who has demonstrated strong selling ability in the advertising specialty business, has real energy and enthusiasm, is anxious to make a new business contact, preferably in New York or Philadelphia.

He has made a fair amount of money and would be willing to invest in a growing business which may prove worthy.

This man's earning capacity is about \$12,000 a year, but he would consider something which may show a smaller remuneration if the potentialities for a real business are there.

You may address him in strictest confidence, giving full particulars, "A," Box 24, care of PRINTERS' INK.

*Business is Good!*

November, 1924

25 Cents

# Printers' Ink

## Monthly

### 21.3% Gain

The November issue of PRINTERS' INK MONTHLY just out, shows a gain in advertising of 21.3% over last November. Its total of over 109 pages of advertising is the largest volume of business carried in any issue in the history of PRINTERS' INK MONTHLY.

### A. B. Swetland Buys "Furniture Index"

The *Furniture Index*, Jamestown, N. Y., has been purchased by A. B. Swetland from Leonard C. Stewart. Mr. Swetland was formerly general manager of the United Publishers Corporation and The Class Journal Company, at the time when his brother, the late H. M. Swetland, was president of the two organizations.

Associated with Mr. Swetland in the management of *Furniture Index* will be Adrian Brace and V. M. McConnell.

*Furniture Index* was established twenty-five years ago by Palmer M. Shankland, from whom it was purchased in 1918 by Mr. Stewart.

### New Account with Montreal Agency

Crane Ltd., Montreal, manufacturer of sanitary ware, and plumbing and heating supplies, has appointed National Publicity Ltd., also of Montreal, to direct its advertising account.

### John F. Sowers Joins Conover-Mooney

John F. Sowers, formerly with the Chas. H. Touzalin Agency, Chicago, has joined The Conover-Mooney Advertising Company, of that city.

### College Publications Adopt Uniform Advertising Rules

The executive committee of the Association of College Comics of the East at a recent meeting adopted rules of advertising practice which are to be followed by its members. Thirteen college publications are included in the association's membership. Frank Riegel, of the Massachusetts Institute of Technology *VooDoo*, is chairman, and Merrill Garcelon, of the *Harvard Lampoon*, is secretary.

The annual meeting of the association will be held at Cambridge, Mass., on December 13 and 14.

### Made General Manager of New York "Evening Bulletin"

Peter H. Desmond has become general manager of the New York *Evening Bulletin*. He had been with the Boston *Telegram* in a similar capacity, where he has been succeeded by Lewis M. Fuller, who was business manager.

### Devoe & Raynolds Advance Harry Burke

Harry Burke, with the New York sales staff of the Devoe & Raynolds Company, Inc., has been advanced to traveling sales manager of that organization.



**Luckye Charme  
Key Ring**

A handsome aluminum-green-and-gold-burnished patented finish, brass base Charme. Space on the opposite side of Charme for advertising copy.



**E.H. Ferree Company**

### Reaching the MOTORIST

This item is just the right thing for auto keys. Your message will last longer than the car. May we quote prices. Complete small size Catalog, No. 30, sent on request.

**Lockport, N. Y.**

### Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

## Brockton Daily Enterprise

### Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



# Which letter will impress him most?



**N**O ONE can tell for certain. Yet all other things being equal, he will read the letter that is most neatly typed on paper that is most inviting to the eye and most pleasing to the fingers.

Do you spend a great deal of time composing your letters—do you pay plus-salaries to your stenographers to type them neatly—and then forget what is sometimes the most important factor of all—the *paper*?

In other words, isn't cheap paper always a poor investment? Don't you lose more in prestige than you save in price?

Think this over the next time you order letter-heads and envelopes and get your printer, stationer or lithographer to give you prices on Danish Bond. It sells for only a little more than paper that is obviously cheap, yet it is close to the world's best in quality.

*Rising papers are also finished in ready-to-print mailing sets and social announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.*

## DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank  
Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street,  
C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;  
quarter page, \$30; one inch, minimum \$9.10;  
Classified 63 cents a line. Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
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D. M. Hubbard  
Washington: James True  
London: Thomas Russell

NEW YORK, NOVEMBER 6, 1924

## Scientific Research

in

## Advertising

One of the principal addresses delivered before the recent meeting of the Audit Bureau of Circulations in Chicago was made by Dr. John Gabbert Bowman, Chancellor of the University of Pittsburgh. Dr. Gabbert's address was produced almost in its entirety in last week's issue of PRINTERS' INK under the title "Scientific Research as First Aid to Right Advertising." In the foreword to that article we told how, by a happy coincidence, on the same day the Chancellor made his remarkable address the American Association of Advertising Agencies, which was also holding its annual meeting at

Chicago, decided to start a research department.

Of course there is really nothing new about this idea of scientific research. Business men have long accorded recognition to chemists, engineers and the scientific laboratory in general. Even the Mellon Institute, which is connected with the University of Pittsburgh and whose activities Dr. Bowman described so interestingly, has been in existence for several years. There was a leading article in PRINTERS' INK, detailing the work of the Institute, as far back as March 20, 1919.

Advertising agencies have long appreciated the importance of scientific research. Many of them have been using it and have been recommending it to their clients. We know of at least one agency that began consulting the Mellon Institute nearly ten years ago. It is common knowledge that consulting engineers and chemists have obtained some of their fattest fees in late years from advertisers.

Nevertheless, it is true, as Dr. Bowman points out, that until recently industry as a whole has not taken hold of scientific research to the extent that it should. The relationship between business and research has been neither systematic nor scientific. The proof of this assertion is that a number of our advertised products originated in the kitchen or workshop of the inventor. The originator has a good idea, gradually works it out and eventually places it on the market. The chances are the new article has merit and succeeds. In too many cases, however, the originator is not a scientist and neither does he submit his product to the severe tests of the scientific laboratory. As a result the product goes out in an imperfect state. It may sell despite its imperfections, but how much better it would have been if a scientist had a chance to put a few finishing touches on it. Dr. Bowman says that 80 per cent of the improvements that are being made in materials is done by scientists. How foolish, therefore,

the prospective manufacturer who fails to draw on this help.

We hear a lot about advertising failures. Ninety-nine times out of 100 advertising had nothing to do with the failure, except that the thing that failed happened to be advertised. In most cases the product itself caused the failure. There was something the matter with it. It wouldn't do what was claimed for it. It wasn't packed right—or something else. The chances are that scientific research would have revealed these defects, remedied them and saved the failure.

Scientific research should also be used to find correct talking points for a product. Some advertisements read as though the arguments were drawn out of the air. They have no scientific basis.

Other advertisements are filled with pseudo-scientific arguments. Copy of this kind frequently breaks out in the food industry. Fads attain a vogue and in order to tie-up to them advertisers begin to cultivate a scientific vocabulary that gets slightly mixed up at times. Research would find in many instances a real scientific talking point for these advertisers.

Thus it is likely that scientific research will find one of its most prolific fields of usefulness in advertising. Dr. Bowman is not too optimistic when he says that we are in the greatest era of progress in science that the world has ever known and that more and more will we apply to business the methods used in chemistry, physics and biology.

### **A Second Youth for Neglected Words**

The business of writing copy for all sorts of products from silos and plant machinery to ladies' shoes and business publications, requires a constant use of new words. The old ones get hackneyed by too much use. They lose their original force and attention value as their continued use makes people too familiar with them. Words originally good, like "efficiency" and "co-ordinated" and "luxurious," become but pale shadows of their

former selves as one man after another handles them and gradually works them to death.

Thus, it becomes a pleasure to welcome a new word to the advertising business. So far as we know it was James H. McGraw, president of the McGraw-Hill Company, Inc., who first introduced the word "scatteration" into advertising and publishing circles. Here is a good old word which like some old village character seems to say just what it means. For a long while it lay buried in the dictionary with the little sign after it denoting that it is colloquial but correct. Then it comes out boldly in its heading of "concentration versus scatteration" to help, by contrast, in preaching the gospel of sound advertising practice.

The dictionary is full of good words which have long been neglected while others are being overworked and thus robbed of their old-time effectiveness.

Much current copy could be improved if other old words could be introduced to modern advertising usage.

### **A "Camel" in a Shifting Market**

Tastes in cigarettes change and the change is constant. Cigarette manufacturers accept this statement as automatic. Some of them try to meet the condition by constantly adding new brands. Probably that is the easiest and most obvious solution.

The Reynolds Tobacco Company, however, has accepted a harder solution for Camel Cigarettes and is apparently meeting with great success. There was a time when that company, we are told, would willingly forget that it ever had a cigarette by the name of "Camel." Today the company is spending about \$2,000,000 annually to advertise "Camels."

The fact that it is investing this amount of money in advertising is mentioned only because it shows the way that Camel cigarettes are maintaining volume in a constantly shifting market.

Here's an analysis of the

Camel plan: Build up a large sales volume; then advertise constantly day in and day out in an amount in keeping with that sales volume and if your market is a shifting one it is a mathematical certainty that you will get as many shifting to you as shift away from you.

**Oh, Mr. Advertiser!** Have certain advertisers decided that the bachelor girl is a more lavish purchasing agent than her married sister?

If not, why the "scare 'em to death" campaign apparently aimed to keep the dear sisters single? It is subtle, this campaign.

"Can a Housekeeper Ever Hope to Have Beautiful Hands?" insidiously suggests one advertiser, while on the next page a dual contingency threatens:

"As Your Hair Grows Grayer Does He Notice Other Women More?"

"You Don't Want a Bald-Headed Husband, Do You?"

You see the profound cunning of it? By directing the appeal to the married, the bachelor girl audience—with due respect to the vagaries of human nature—is assured. The idea of nurturing love's young dream on hair tonic is a dyspeptic diet for romanticism. The young lady straightway renews the lease on her kitchenette and bath.

Using the same trap, that of whispering confidentially in the housewife's ear, the advertiser lures the innocent young girl into learning what a wife may consider her primary duty.

"Husbands So Often Are Careless of Their Diet." "What Does His Health Mean to You?" These are headlines for her eyes. Skimp him ever so little on his bran, his prunes, his spinach or his orange juice, it is intimated, and you will bemoan the inadequacy of his life insurance policy.

It is in their advice to husbands concerning the selection of gifts for "The Wife" that these canny advertisers approach genius. One "suggestion" is a refrigerator, "a gift that will always be remembered."

"It will indeed—long after the divorce," jeers the flapper-femin-

ist, only to stumble upon a group of beautiful sentiments extolling the gift qualities of a vacuum cleaner. The woman of finer sensibilities will close the publication at this point lest she find a sink strainer or a few nice bars of laundry soap recommended as an appropriate anniversary remembrance.

In most of the advertisements of the type we have in mind there is a restraint in the suggestion. A restraint peculiarly effective in that it hints at marital inconvenience too bitter for revelation on the printed page. But a few are almost indelicate, almost gross. The one, for instance, in which the care-worn wife is pictured as joyously announcing that, "Now we can afford the things we need."

She is, it is casually revealed, unable to leave home to work. But, cheerio! she can paint sofa pillows, crochet lingerie, weave rugs, knit socks.

Good Thanksgiving reading at the Home for Working Girls. Excellent foundation for a nightmare.

### Better Business Bureau Fights Canvassing Swindlers

War upon professional house-to-house swindlers is being waged by the Cincinnati Better Business Bureau at the present time. A pamphlet is being distributed among housewives of Cincinnati, warning them against purchasing merchandise from unknown peddlers.

This pamphlet states that "numerous complaints are being received from housewives who report that they have lost money through purchasing merchandise from unknown house-to-house peddlers. Professional swindlers who go from city to city have victimized thousands of Cincinnati housewives. Merchandise is misrepresented and if delivered is often inferior to samples shown. Advanced payments are sometimes collected, the peddler vanishes and the merchandise is never received. Investigate before you invest."

### Curtis Advances A. W. Sherer to Succeed Earl Reeve

Albert W. Sherer has been appointed Western manager of the Curtis Publishing Company. His headquarters will be in Chicago. Mr. Sherer, who has held important positions with the Curtis company for ten years, will succeed Earl Reeve, who is retiring after twenty years of service.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

110 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chiclet Company  
The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"

**"COME! Let us all be merry for soon 'twill be Halloween"**

**CANADA DRY**

20c the bottle

NAME	TITLE
P. D. Saylor	Vice-President and General Manager
P. M. Boggs	Sales Manager
W. R. B. Delaney	Assistant Sales Manager
R. Brewster	Dealers' Sales Manager

The advertising of Canada Dry Ginger Ale, Inc., is handled by N. W. Ayer & Son.

**Canada Dry Ginger Ale, Inc., individuals who are readers of Printers' Ink and Printers' Ink Monthly:**

NAME	TITLE	WEEKLY MONTHLY	
P. D. Saylor	Vice-President and General Manager	Yes	Yes
P. M. Boggs	Sales Manager	"	"
W. R. B. Delaney	Assistant Sales Manager	"	"
R. Brewster	Dealers' Sales Manager	"	"

Information furnished by Canada Dry Ginger Ale, Inc.

# THE **Pepsodent** CO.

PAT. OFF.  
REG. U.S.

"Both PRINTERS' INK and PRINTERS' INK MONTHLY have been read very extensively throughout the organization. We receive four subscriptions to PRINTERS' INK. One copy for Mr. Kenneth G. Smith personally, one for this department, one for the Sales Department and one for the Foreign Department. We also receive two subscriptions to PRINTERS' INK MONTHLY, one for this department and one for the Sales Department. One of the copies is passed around to all department managers and each of them say they have found material of interest.

"A slip containing fourteen names is pasted on the cover and the magazine passed around. We realize that there is nothing unusual about this method, but we will say that we find PRINTERS' INK and PRINTERS' INK MONTHLY contain much interesting and valuable material."

THE PEPSODENT COMPANY,

HARLOW P. ROBERTS,  
*Advertising Manager.*

## Readers of PRINTERS' INK and PRINTERS' INK MONTHLY in the Pepsodent organization:

NAME	TITLE	WEEKLY MONTHLY	
		Yes	Yes .
K. G. Smith	<i>Vice-President</i>	"	"
L. C. Hoffman	<i>General Superintendent</i>	"	"
H. P. Roberts	<i>Advertising Manager</i>	"	"
V. D. Ely	<i>Assistant Advertising Manager</i>	"	"
W. E. Hausheer	<i>Export Manager</i>	"	"
L. F. Scherer	<i>Assistant Export Manager</i>	"	"
W. S. Thompson	<i>Assistant Treasurer</i>	"	"
F. C. Boggess	<i>Purchasing Agent</i>	"	"
H. B. Judd	<i>Traffic Manager</i>	"	"
R. E. Spline	<i>Dr. Manager Dental and Sales</i>	"	"
E. A. Lawton	<i>Dr. Assist. Manager Dental and Sales</i>	"	"
A. J. Freitag	<i>Planning</i>	"	"
J. F. Lane	<i>Auditor</i>	"	"
H. R. Franke	<i>Assistant Purchasing Agent</i>	"	"

# The Little Schoolmaster's Classroom

**A**BULLETIN of the United States Department of Agriculture relates an incident which shows that an appeal to the vanity of people is often the most effective way to get them to do things.

It seems that in one of the Northwestern States a creamery met with poor success in grading its receipts. The manager talked better quality to his patrons, but this did little good. Even the fact that the best cream commanded a differential of three to four cents a butterfat pound had no effect in getting many of the farmers to improve the quality of their product.

Last fall when the manager was repairing and repainting the creamery, he thought he would try a little strategy. He decided he would paint one of his vats a dark red, while the other two were painted a spotless white. Naturally such a color scheme aroused the interest of all who visited the creamery. The manager lost no chance to tell everyone that poor, sour cream was put in the red vat. It quickly became noised about whose cream it was that had to be put in the odd-colored tank. When a patron found out that the inferiority of his cream was thus being made public, he tried to improve his quality so that his product would go into the white vats. The fear of being shown up publicly did what no amount of logic could do.

This scheme worked so well that the manager extended it. Not all patrons brought in their cream. Most of the cream was collected by route operators. These operators collected the cream in twenty-gallon jacketed cans. One of these cans in each truck was painted a bright yellow. Farmers along the route who were turning in inferior cream soon discovered that their product was going into the yellow can. Their pride would not let that happen long.

As a result of the red vat and the yellow can, within two weeks 75 per cent of all cream received was sweet, whereas before the system was started only 40 per cent was sweet.

\* \* \*

The Schoolmaster once heard a story about Charles Schwab that is akin to this cream incident. When Schwab was working for Andrew Carnegie he discovered that the daily output of a series of furnaces was uneven. Before long the operators of these furnaces saw a mysterious gigantic five or six or seven or whatever the unit of their output was, on the ground near their furnaces. Soon the men discovered what these figures meant. When they saw their output being shown up unfavorably as compared with nearby furnaces, they quickly speeded up their work to get it in line with the average output in the mill. The men did it themselves, without any preaching or cajoling. A subtle appeal had been made to their pride.

The same idea is now used in nearly all well managed sales organizations. The results of the salesmen's efforts are published monthly or oftener. Only a hardened sinner can stand to have a poor record shown up time after time. The average man will strive desperately to make as good a showing as he is able. Many sales managers realizing that all salesmen are not of equal ability and that all territories do not offer the same opportunity, aim to publish results on the basis of how closely a salesman approaches his quota. In this way a man who may be discriminated against in his ability or opportunity, does not become discouraged.

\* \* \*

Three interesting ideas in package enclosures have been developed by the Ipswich Mills. Each is a novel booklet. One



## Advertising At the Point of Sale

Too often a national advertising campaign creates nation-wide acquaintance and acceptance of a product and there fails because local or retail outlets neglect to focus local buying power into their store or stores.

It is surprising to most advertising and sales managers to learn how small a sum is necessary to bring national advertising prestige right to the point of sale.

Flexlume has a plan whereby national advertisers can check up Flexlume sales power—trying a little Flexlume electrical advertising on the quantity-price basis, yet before obligated to quantity..

You should be glad to at least investigate the Flexlume Plan. Write for an outline of Flexlume advertising-at-the-point-of-sale plan—give us, please, some idea of the size and location of distributors or branches.

### FLEXLUME CORPORATION

1040 Military Road, Buffalo, N. Y.

Factories also at

Detroit, Los Angeles and Toronto, Canada

Phone: "Flexlume" Offices—All Principal Cities



## Special Work!

Every once in a while, in every large business, conditions arise which call for the employment, for a limited time, of a man who has qualifications which, ordinarily, cannot be utilized.

For example: The sale of a certain brand has slumped. Management wants to know the reason—and the remedy. *Special Work!* Or, the advertising department is not functioning properly. *Special Work!* Or, the attitude of the trade is unfriendly. *Special Work!* Or, information is needed as to the market possibilities of a new product. *Special Work!* Or, a direct-by-mail campaign should be undertaken—and nobody seems to have the time to attend to it.

For *Special Work*, I am, as the President of a \$50,000,000 corporation said recently, "exceptionally well fitted."

I can go anywhere and stay as long as may be required.

J. M. CAMPBELL  
440 Fourth Avenue  
New York City

## SELL FOOT COMFORT

### Make \$100 to \$150 Each Week

The greatest foot comfort shoe for men in the world. Gives great service. No house to house canvassing. Sales easily made. No petty details. Salesmen promoted to branch and district managers in short time. Territory protection. Openings now for district managers. Write us at once for full details and our sales plan.

H. S. CONE, 219 East New York St.  
Indianapolis, Ind.

## EVERYBUDDIE'S SHOES



contains a chart that aids in the selection of correct hosiery colors. A second booklet furnishes hints on the care and laundering of children's stockings. A third offers useful suggestions on hosiery styles and sizes.

What strikes the Schoolmaster as a particularly fine plan is that of printing on the back of each one of the booklets a strong advertisement on a single hosiery number. "This special advertising," the company informs the trade, "goes straight to your customers to bring them back for more." And *that*, the Schoolmaster believes, is good advertising.

\* \* \*

"Keep that Schoolgirl Complexion" is Palmolive's selling slogan. How did Palmolive get that slogan? The Schoolmaster heard the story of the origin a short time ago at a meeting of the Detroit Advertising Club that was addressed by S. N. Holliday of the Poster Advertising Company.

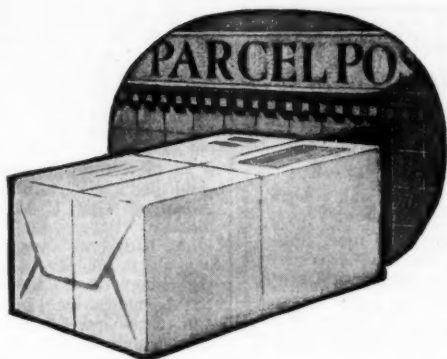
The Schoolmaster is repeating Mr. Holliday's story in substance because it is possible for other advertisers to explore in the same manner as Palmolive and perhaps come out of the exploration with a "Keep that Schoolgirl Complexion."

Here is the story: Mr. Holliday together with Martin S. Reddington called at the Palmolive offices in Milwaukee to get material for advertising copy. With Palmolive men they started to read through old advertisements of the Palmolive Company. After

# CANADIAN ADVERTISING SMITH, DENNE & MOORE. LIMITED

TORONTO  
Lumsden Bldg.

MONTREAL  
275 Craig St., W.



## What is it worth?

EVERY parcel post package you send represents a certain sum of money. If it is lost or damaged—as many packages are—the cost of replacement doubles your loss. Unless—

You automatically insure by enclosing a North America Coupon. The stub is your shipping record.

Inquire about the North America's *new* low rates on Parcel Post Insurance.

### Insurance Company of North America PHILADELPHIA

Founded  
1792

"The Oldest American Fire and Marine Insurance Company"

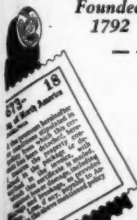
Insurance Company of North America,  
Third and Walnut Streets,  
Philadelphia, Pa., Dept. W116.

Name.....

Street.....

City.....State.....

Wants information on Parcel Post Insurance



## Assistant Sales or Advertising Manager

My twelve years' record in sales and advertising is powerful proof of my ability to do these things well:

- (1) coordinate sales with advertising activities.
- (2) simplify the most complicated sales and advertising routine to operate economically.
- (3) write sales letters that convince the largest prospects.
- (4) originate, plan and write complete sales and advertising campaigns.

*Thoroughly Experienced  
Assistant Sales Manager and  
Advertising Manager*

Age, 29. Salary, \$3,200.

Locate anywhere.

Address "K," Box 21,  
PRINTERS' INK.

### The Riverside (California) Enterprise

—sends this vital 1925 message to national advertising agencies:

There are now 68,000 prosperous, home-owning people living in Riverside County (home of the navel orange) with a high average of buying power.

This rich market, 60 miles or more from Los Angeles, can be profitably reached through THE ENTERPRISE, the only newspaper covering ALL of Riverside County.

Representation:

La Costa and Maxwell,  
New York and Chicago

A. J. Norris Hill, San Francisco  
Karl Shull, Los Angeles

about three hours of constant reading one of the group found a sentence in a piece of old newspaper copy that read: "Keep that Schoolgirl Complexion."

A simple story and a lesson that is easy to follow.

\* \* \*

In his interesting book recently published called "Across with the Ad-Men," Carl R. Greer, of the Beckett Paper Co., Hamilton, Ohio, had some unusual things to say about the people he met and the things he saw on his trip to the International Advertising Convention in London. Particularly timely in view of the recent victory of the conservative party in England, is his description of Stanley Baldwin, Britain's next Prime Minister. He shows Mr. Baldwin to be a modest, unassuming business man with a real sense of humor. He pictures him as an avid reader of the advertisements in American business publications, especially those in the steel trade, which is Mr. Baldwin's business.

"Thirty years ago," said Mr. Baldwin, "there used to appear in the *Iron Age* the advertisements of a hand crane which so fascinated me by their originality that I used to count the hours from Saturday to Saturday to find out the new charms that had attached themselves to that crane during the past week. Looking back over thirty years I remember how it did all the work of the shop without any assistance, how it went home at night and put the baby into the cot, and brought father home from the saloon."

Mr. Baldwin has evidently been

## American Lumberman

Published in CHICAGO

Member  
A. B. C.

**READ** wherever  
Lumber  
is cut or sold.

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

a keen and interested looker-on at the curious things men will do in their enthusiasm. His remarks upon one such inventor who leaped before he looked, and then discovered a new use for his product, contain a humorous endorsement of the modern methods of research among consumers before the advertising campaign is started. In that portion of the book which is devoted to a description of him he is quoted as saying:

"I knew a man in those early days who invented a pudding dish, the peculiar property of which was that no pudding could possibly boil over in it. He advertised the article to such an extent that it sold by thousands. But when it was brought into use it was found that the pudding boiled over more quickly in that dish than it had ever done in any other. In no wise disconcerted, the inventor called them all back and started advertising them as beetle-traps. They were sold as such, and, I was told, caught beetles with the same facility with which they had let out the pudding."

\* \* \*

The rest of the space devoted to Mr. Baldwin in "Across with the Ad-Men" indicates that in his more serious side he has a real knowledge of what better sales and advertising methods mean to the commercial prosperity of a great nation. Under his coming management of their country's business the manufacturers of Great Britain will have a golden opportunity to make the best use of the sales and advertising suggestions they received as a result of the London Advertising Convention.

## ATTENTION National Advertisers

Our organization has men in practically every city and town prepared to distribute your circulars and advertising matter to homes and business houses. Reliable workers. Charges reasonable. For details write

**National Distributors Assn.**  
5157 N. Clark St., Chicago, Ill.



**Howell Cuts**   
for house organs  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell • Fifth Building • New York

## Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**  
185 Madison Ave. New York

### LETTERING and DECORATION

344 W. 28  
NEW YORK

**RALPH E. DEININGER**  
ADVERTISING DESIGNER

LARCHMONT  
47-26

**COLOR,  
PERMANENCE AND  
ECONOMY**

### PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.*

**THE KIMBALL SYSTEM**

LOWELL, MASS.

for FINE LETTERING, styles  
space arrangements, posters  
lay-outs, etc., etc., study the  
many illustrations and  
read the text of

P and Qs

by  
Sallie B. Tannahill

A BOOK ON THE ART OF  
LETTER ARRANGEMENT  
for BEGINNER & CRAFTSMAN

At all bookstores \$4.00  
from the publishers—  
10 cts. extra for postage

DOUBLEDAY, PAGE & CO.  
GARDEN CITY NEW YORK

### OPPORTUNITY FOR EXPERIENCED AGENCY EXECUTIVE

A fully recognized Advertising Agency situated in New York City has an opening for an experienced Agency man capable of earning \$10,000 a year through developing new business and acting as account executive. If interested write "M.," Box 169, P. I.

### National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.  
630 W. Jackson Blvd., Chicago

### Churches Told How to Use Advertising

The sixth conference on church advertising was held in Chicago on October 27, under the auspices of the Chicago Church Federation and the Advertising Council of the Chicago Association of Commerce.

Among the speakers taking part in the program, which had for its purpose the forming of closer relations between the pulpit and the press, were Col. Robert R. McCormick, managing editor of the Chicago Tribune; Edward R. Mahoney, of the Chicago American; Homer J. Buckley, Buckley, Dement & Company, and J. B. Wootan, founder of the Presbyterian Publicity Department.

"When a business sets out to advertise," said Mr. Wootan, "one of the things which it advertises is service. A church should advertise its service for its service to all mankind is the greatest there is to render. The church might do well to advertise its seating capacity when it is considered that the great bulk of its seating capacity is unused. Any business house with a large part of its capacity unused would set itself instantly to attract business to take up that slack. It would have to do this or go to the wall. The church should avail itself of every legitimate means of amplifying and extending its influence."

Prizes were given for the best exhibits of church advertising used in and around Chicago during the last year.

### Joins Campbell-Ewald

Andrew Cory, who has been with the Ford Motor Company in Canada, has joined the copy staff of the Campbell-Ewald Company, Detroit.

Get It FREE!  
**"In the  
Public Eye"**  
A booklet on Movie Advertising  
STANDARD SLIDE CORP., 209 WEST 40th ST. N.Y.C.

THE DEALER PAPER OF THE BUILDING FIELD  
**BUILDING SUPPLY NEWS** CHICAGO  
ABC AND ABR

### Multigraph Ribbons Re-inked

Our **SUR-F-IND**

Send 2 Ribbons  
to be Re-inked  
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

#### Wanted—Capital

for a profitable, Nation-wide proposition. Box 814, Printers' Ink.

One-third interest in well-equipped young advertising agency located in thriving section of country in city of 25,000 midway between New York and Chicago for \$8500.00. Unexcelled opportunity for man 30 to 40 that knows advertising and can sell it. Agency incorporated, virgin field, good salary and expenses. Box 827, P. I.

#### Wanted

#### PUBLISHING BUSINESS

Experienced publisher, unattached, wants to buy trade or technical periodical doing from \$25,000 to \$150,000 yearly. Please state field and total business done. Confidence scrupulously respected. Address Box 805, Printers' Ink.

#### REPRESENTATION DESIRED

An established automotive trade-paper is seeking good representation in Chicago and Cleveland. The proposition offers a straight commission and exceptional co-operation from the home office. The publishers will be in Chicago from November 9th to 16th. Give telephone number. Box 801, Printers' Ink, Chicago Office.

#### CHICAGO REPRESENTATION

Special agency specializing in trade-papers can handle additional publication in Chicago territory. Intensive personal solicitation. Highest references from publishers now represented. Present papers all A. B. C. publications. Commission Basis. Box 800, Printers' Ink, Chicago Office.

#### PUBLISHERS' REPRESENTATIVE WANTED

Monthly magazines, forty years old, with 5,000 circulation among highest-class attorneys and mercantile establishments about to open columns to display advertising for the first time.

Also weekly business newspaper devoted to business opportunities and connections, with 25,000 circulation, now seeking display advertising.

For these two New York publications, a capable, reliable and suitable representative is wanted to build display advertising on strictly but liberal commission basis. Box 823, Printers' Ink.

### PUBLISHERS—ATTENTION

We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

There will be an opening soon on one of the country's largest, oldest and best-known engineering journals for an advertising representative in the Middle Eastern territory, who knows advertising thoroughly, who has good health, good character and education. Sales experience desirable, but not imperative. Address in strict confidence, stating age, business experience, and other qualifications, also salary expected. Box 828, P. I.

### HELP WANTED

**Advertising Solicitor**—Young woman, experienced, must have personality, ambition, real sales ability, class magazine, salary. Box 78, 2501 World Tower Bldg., New York City.

**Experienced agency copy and plan man** wanted by small Middle West agency. Give full details. Box 821, Printers' Ink.

**We are Local Advertising Agents;** one year old. Our summer business as good as last winter's. Plenty of work in view. We need a good copy writer and an artist. ADSERVICER, P. O. Box 238, St. Petersburg, Florida.

**Young man** to understudy position as advertising manager. Salary small to start, but unusual opportunity. Must be able to handle direct-mail work, know good printing and be a worker. HUYLER'S, 18th St. and Irving Place, New York City.

**Printing Salesman**—Exceptional opening with good printing shop in New York for salesman controlling active accounts; commissions on sales and interest in entire business offered good man. Telephone Watkins 10365 for appointment, or write Box 808, Printers' Ink.

**Advertising Salesman** wanted on well-established successful trade-paper published in New York. Man of experience in selling space, 30 to 40 years of age. Ability to command the good-will of the friends of the paper—to suggest effective "copy"—to maintain constant, persistent, energetic effort—determined purpose to secure the maximum volume of business that the accounts can yield—are more useful qualifications than brilliant high-powered salesmanship. Life position for capable man. Box 795, Printers' Ink.

**ASSISTANT** wanted to advertising manager of national public utility. Fair salary to start. Good opportunity to grow with the department. Send three non-returnable samples of copy. Address Box 822, Printers' Ink.

**Wanted at Once**—A first-class, high-powered advertising salesman, who knows how to sell space. A permanent position awaits with a real future to the right man. We are a national growing organization. The Philadelphia Shopper, 309 The Widener Building, Philadelphia.

**Visualizer and Research Man** wanted by Canadian publisher. Must understand merchandising and have had considerable experience in work outlined above. Good opportunity for Canadian who has had this experience to return to Canada. State full experience, education and particulars of connections in first letter. Box 811, Printers' Ink, New York.

**Wanted**—Ambitious Local Sales Manager, desiring to connect with a National Sales Organization working through Electric Power Companies and doing business with property owners only. Commission work with demonstrated large average returns. Must have energy, determination, good reputation and be willing to work out of town. Apply Box 813, Printers' Ink.

#### SALESMAN WANTED

to represent a lithographic and printing concern, established in New York and doing high-grade color lithography and printing. Salesman must be of high calibre with experience and must have a following in the city. All applications will be made in writing and interview will be arranged. Box 807, Printers' Ink.

**COPY WRITER** with agency experience trained in preparation of newspaper advertisements and layouts is offered an opportunity with an organization of nationally recognized advertising standing. The work requires broad vision, a trained mind and ability of a high order. To the man of initiative and imagination, the position affords better opportunities than writing the usual advertising copy. Give full experience, salary expected, and age; also forward samples of work, and a photo, if available; highest references as to character required. Box 799, Printers' Ink.

#### MISCELLANEOUS

##### LETTERS THAT COLLECT

\$15 will bring a series of 3 collection letters that have produced results.

John A. Kuder

237 E. Upsal Street, Philadelphia, Pa.

#### POSITIONS WANTED

##### N. Y. COPY CHIEF

Nine years copy chief leading agencies and promotion manager for manufacturers. Box 804, Printers' Ink.

#### SECRETARY

Young woman with thorough training in publication work; literary; expert stenographer. Experienced, dependable, capable of assuming responsibility. Box 816, P. I.

#### ADVERTISING COPY WRITER

Direct-mail copy man; successful record with large publishing houses; highest references; college training; aged 30; Christian; \$65 weekly to begin. Box 809, P. I.

**Young man** (21), splendid appearance; three years' agency experience in mechanical details. Anxious to write copy. Desires agency position or adv. manager's assistant. Salary no object. Box 825, P. I.

#### FREE-LANCE ARTIST

Young man experienced in hand-lettering, designs and layouts. Box 810, Printers' Ink.

**Foreman or Superintendent**—Position wanted on afternoon paper. Proven ability as executive and manager. Now employed. Age 32. P. O. Box 349, Elizabeth, N. J.

**Advertising Salesman**—Experienced, successful worker, well acquainted with New York and Eastern agencies, large national advertisers, also class and trade fields, available for publisher needing first-class, reliable man; best references. Box 815, P. I.

#### Assistant

to Advertising Manager or Agency Account Executive. Young woman, five years' experience handling details for magazine and direct-mail campaigns. Creative ideas. Box 806, Printers' Ink.

**Advertising Manager** will be available Dec. 1st. At present employed on daily paper. Experience in Agency, Direct-Mail, Manufacturing and Newspaper advertising. A live-wire and producer. Go anywhere in South. References and samples of work if desired. Salary \$3,700. Will accept contract. Box 796, P. I.

#### MECHANICAL Production Man

Seven years New York agency experience. Expert typographic layoutman. At present employed by New York agency. Desires bigger job. Highest references. Age 28. Christian. Address P. I. Box 819.

#### SALESMANAGER

##### WANTS PERMANENT NEW CONNECTION

Built national sale for three products—controlling large force salesmen, direct mail, advertising, merchandising—Hardware, Drug and Grocery. Understands British and European markets. Now General Sales Manager well known company. If your business is capable big expansion, you are adequately financed and men of vision and you are willing to pay \$1,000 month plus commission on new business, write Box 820, P. I.

**COMPOSITOR-TYPOGRAPHER**

Young man (28 years old), understands typography, seeks chance in advertising agency where he can learn the advertising business. No object to salary. Box 797, P. I.

**YOUNG WOMAN;** thoroughly trained, highly efficient, energetic, can take load of departmental routine off advertising manager's shoulders, handle dealer service, supervise mailing lists, handle literature, cuts and other sales promotion material inventories. Has initiative, uses head, gets things done. Twenty-five years old. Details gladly submitted. Box 824, Printers' Ink.

**ADVERTISING EXECUTIVE** with 15 years of selling, managerial and copy experience in agency, newspaper, outdoor, manufacturing and mail-order fields desires connection where quick, tangible results are wanted and rewarded. Thirty-four years old, married, Christian and willing to go where the opportunity exists. Box 817, Printers' Ink, 230 S. Clark St., Chicago.

**ADVERTISING EXECUTIVE**

College graduate, clean-cut personality, who, through his energy and ability, has shown a record of successful performance and accomplishment.

Twelve years' business experience includes sales correspondent and department manager of a large manufacturing concern; assistant manager weekly publication; managing editor and manager of monthly export trade journal, also in charge of clients' advertising campaigns.

This man wants to affiliate with a progressive manufacturing organization or publication. Box 803, Printers' Ink.

**PRODUCTION**

Mechanical production man seeks connection with agency or large national advertiser. Thorough knowledge of typography, printing, paper, engraving, foundry work.

Eight years in the composing room of a large New York newspaper for the advertising department. Two years in the plant of the largest publication and catalogue printer in the East, supervising composition and printing done for an advertising agency.

American, married, thirty-three, college graduate. Box 818, Printers' Ink.

## An Editor and Magazine Director

widely known as responsible for the development of the best magazine of its class, and whose experience with every phase of magazine, newspaper and publicity work, together with advertising, the creation of a house-organ and of advertising booklets of recognized value is a matter of record, is open to new connections, and seeks one or more clients. Box 798, Printers' Ink.

**WE CONNECT THE WIRES**

**TELL US** about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**Advertising Assistant—Junior Copy Writer**—Young man, 28; good stenographer. Trained advertising practice, 3½ years New York University. Analytical; can write easily and proceed *consciously* to point (proof or facts). Understands copy development as an art. Box 826, P. I.

**HIGH-CLASS TRADE-PAPER MAN**

desires good connection in Chicago. Three years as Advertising Manager of going automotive paper. One year as high-spot salesman for largest automotive group. A1 references. Copy and layout. Box 812, Printers' Ink, Chicago Office.

**I LIKE TO SELL**—especially technical specialties. I have had executive and field experience covering a dozen years. I am leaving my present position voluntarily and for good reasons. I am seeking a place with the right organization handling the right line, preferably as working manager of a territory. I shall be glad to go into details with those who are interested. Box 802, care of Printers' Ink.

**Binders for Printers' Ink**

**\$1.00 Each, Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**  
185 Madison Avenue, New York

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## HARTFORD *will play host* to NEW ENGLAND

but everyone interested in better advertising is invited to come to The Annual Convention of the New England District of the Associated Advertising Clubs of the World.



The time is November 16, 17, 18 and 19.



The place is Hartford, Connecticut.



Advertising exhibits, trips through some of New England's most famous industrial plants—talks on advertising from every aspect by national authorities—music—dancing—banquets—special entertainments—there will be something of uncommon interest every waking minute of the four days.



Send to the Hartford Advertising Club, Hotel Bond, Hartford, Conn., for program and full information.



*This space donated to the Convention Committee by the*

**BOSTON HERALD-TRAVELER**



## The Keystone of the biggest advertising campaign in North Central States

The Standard Oil Company (Indiana) is spending \$3,000,000 this year for advertising in the states where it operates—Illinois, Indiana, Iowa, Michigan, Wisconsin, Minnesota, Missouri, Kansas, North Dakota, South Dakota.

The Keystone that strengthens all the separate units of this huge program and binds them into one powerful structure, is a schedule of 13 full-page advertisements in four colors in the Picture Section of The Chicago Sunday Tribune.

This schedule of color advertising is in addition to 12,800 lines of black and white advertising, approximately 32,000 lines of Red Crown Gasoline advertising and 32,000 lines of institutional advertising which the Standard Oil Company is also placing in The Chicago Sunday Tribune in 1924.

Every Polarine salesman takes full advantage of the dominating influence of The Chicago Sunday Tribune throughout Zone 7. He carries an advertising portfolio that gives its impressive circulation in each of the 48 districts of Chicago, in each of Illinois, Indiana, Iowa, Michigan and Wisconsin, and in 1,064 towns of these states where one family in five are Tribune readers.

No matter where the Polarine salesman calls, he gives exact Tribune circulation figures for that county, town or Chicago district. He doesn't need to rely on circulation of national scope and vague local influence.

Most advertisers attempt to blanket the entire United States with an appropriation much smaller than the Standard Oil Company (Indiana) spent in 1923 in the five states of The Chicago Territory. Yet with unequalled advertising experience behind their judgment, they added to their appropriation this year in the same territory.

Could there be more definite evidence that no manufacturer has yet plumbed the sales possibilities of this rich area? No one, to date, has found how much money can be profitably spent within the limits of these five great states.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER